# VOGUE

INCORPORATING
VANITY FAIR

PRESENTS
FOR MEN

PRESENTS FOR MEN
TO GIVE WOMEN

NEW
DECEMBER HATS

FASHIONS
FOR SOUTH

DEBUTANTES:
NEW YORK
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ADVANCE
RETAIL
TRADE
EDITION

THE MATISSE CHAPEL
IN FULL COLOUR

DECEMBER 1951

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# VOGUE

**DECEMBER TRADE EDITION**

# HOW TO USE THIS ISSUE:

**Sell more resort fashions now by promoting Vogue's colour news and silhouette points as summer forerunners.**

## RESORT FASHION NEWS


"Heading South: White Dress Season" (*pages 146-149*)
"Bathing suits" (*pages 150-151*)
"Heading South: All Blue or Blue With . . ." (*pages 152-155*)
"Resort Sketchbook: More Sunny Blues" (*pages 156-157*)
"Resort Sketchbook: New Sunny Pinks" (*pages 158-159*)
"Reward for Good Figures—Bathing Suits" (*pages 160-161*)


*In advertising, displays and sales training*

# QUOTE VOGUE AND SELL

*your merchandise with the authority of*

**DECEMBER VOGUE**

*fashion points*

## PRESENTS FOR CHRISTMAS


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"Watches for Christmas" (*pages 116-117*)
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"Christmas Check List—Perfumes" (*pages 162-163*)
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## AFTERNOON AND EVENING FASHIONS


"White Glove Season" (*pages 102-103*)
—"white at night" in gloves, hats, furs
"Mainbocher, This Winter" (*pages 110-111*)
"The Débutantes Are Coming Home from School" (*pages 118-123*)
—Vogue shows holiday ball dresses
"The December Dress—Three Examples" (*pages 138-139*)
—Vogue shows dresses in taffeta, "all-year fabric," for now through spring
"Hats—Little Bow Plus" (*pages 140-141*)


## MORE IDEAS


"Heading Toward the South—Men's Resort Clothes" (*pages 144-145*)
"Here's That Black Shirt" (*page 164*)
"New Free Form—Girdle by a Bathing-Suit Maker" (*page 178*)


**SEE "VOGUE SAYS" QUOTES ON PAGE 4, THIS TRADE EDITION**

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VOGUE, DECEMBER, 1951. VOL. 118, NO. 10

FIRST LOOK AT SPRING, 1952

# DRESSES

The Dress commands new respect as a singular fashion with many fresh talking points.

As reported in November 1 Vogue's Trade Edition summary of resort fashions, dresses now have a "couture" feeling new to ready-to-wear price lines. This look of elegance comes from:

**a.** neckline and bodice interest: draped, slit, scooped, swirled, pleated, folded, asymmetrical . . . stemming from Dior's concentration on necklines in the August Paris collections; alternate idea: the simplest of necklines with a thin border of piqué, braid, or delicate "baby" lace

**b.** lined skirts, both slim and full (not only in woollens, but in crêpes, linens, and cottons) adding body, crispness, and shape (and repeatedly shown in Vogue since August 1, 1951); promote the dress with a lined skirt, or the dress worn over a slightly stiffened petticoat (adult versions of the exaggerated crinoline effects which Vogue, since its August 15th college issue, has always slanted toward young customers).

**c.** skirt pleats, newest used in spaced clusters, and seen in box, umbrella, accordion, or stitched-edge variations

**d.** embroidery, with American makers often duplicating, in effect, the fine hand-work formerly seen only in imports

**e.** vertical or horizontal tucking

**f.** the return of fagoting

**g.** rows of lace (see January Vogue's report of the lacy, tucked, fragile "baby dress" look)

The dress plus . . . a removable Spenser jacket, sleeveless jerkin, shawl, cape, bolero, scarf, short textured jacket, or even a full-length coat (the ensemble returns) . . . is a strong promotional story.

Print dresses in subtle colourings that are or appear to be two-tone, their patterns small, are smartest.

The silk or rayon crêpe dress continues to find fresh interests via more careful designing and shape, lined skirts, tucking, or fagoting details.

### Silhouettes for day:

**a.** the fitted top, full-skirted dress will continue in all fabrics

**b.** the coat dress will continue in every variation, often with deep scoop neckline filled in with a gilet

**c.** the middy-line dress, and its long-basque version, are seen throughout the market (see January Vogue's cover)

**d.** slim-skirted dresses are being shown in the market, and will appear in Vogue, with the choice of full or narrower skirts a customer privilege (many wardrobes will include both)

### Silhouettes for evening:

**a.** the bare, short, full-skirted dress seen in resort collections will continue into spring in linen, taffeta, lace, organza, or Shantung (often with airy coats)

**b.** the full-length evening dress in chiffon, lace, or silk organza (often with its own wool fleece or airy poodle cloth jacket)

Spring dress fabrics range from woollens in all weights (lightest transparencies to wool crêpes) to silk, linen, Honan, Shantung, lace, crêpe, linen, embroidered cottons, chiffon-weight cottons, imported cottons, woven cottons, denim in new ways (i.e. for a short, pleated, late-day skirt worn with a white lace top). No fabric is too unimportant to be used importantly.

### Leading dress colours:

blonds, from beige to Benedictine amber to cocoa

blues, from pale baby blue to intense turquoise

lighter-than-navy blue and navy blue

white and off-white, strong alone or with jet black touches

pinks (in resort fashions now), with spring hold-over in coats, gloves, or other accent touches

greys, both light and dark

black/white or navy blue/white checks, in wool or taffeta day dresses, often with white collars and cuffs

stripes are important in the young market, in silk Shantung, in black/white or red/white suit blouses, and in linen striped with applied braid

little black, best when combined with stark white or cocoa.

# SUITS

The 1952 spring suit turns its back on strict, tailored lines and takes on softer, feminine, dress-like details:

| | |
|---|---|
| intricate seaming | white dickeys |
| inset details | button treatments |
| pocket interest | pleats |

Jackets, slightly shorter, often collarless, sometimes half-collared (back or front). If they have lapels, they often wing directly from jacket body. Few conventional revers.

Skirts easy in silhouette:

sometimes quite straight, eased with trouser tucking at waist

sometimes pleated to fan out in motion (watch cluster pleats)

sometimes gently gored

Length: for day, remaining about 13 to 14 inches from the floor, always chosen to balance figure proportions.

Fabrics: texture interest continues in spring weights. Uneven surfaces created by Shantung weaves (even in worsteds), nubs, ribs, and tweed weaves. Slick, hard-surfaced alpaca-type fabrics seen often. Soft, light woollens and tweeds with the "hand" of cashmere or basket weaves are very important, with American-made versions rivalling imports.

Colours in the lead: blond tones, from palest beige through Benedictine amber to warm cocoa. Navy blue and lighter-than-navy blue continue as spring perennials. Pale grey and deeper, blue-toned greys still part of the picture. Black/white checks or navy blue/white checks.

**Important young suit ideas:**

3-piece suits with jacket lined to match blouse (expensive touch now available at medium prices); fabric contrast (linen jacket, flannel skirt, cotton blouse); attached taffeta underskirts in contrasting colour.

## COATS

The fitted coat continues.

Jackets, waist-length and deep-armholed, in fleece or soufflé-weight poodle cloth, often with own dresses.

Full-length, loose coats look interesting again, most often collarless.

Straw in the wind: sleeveless, loose coats.

Back again: the ensemble, with full-length light wool coat over a print dress.

Best coat colours: pink, blond tones, and navy blue. News for town: White fleeces or poodle cloth. To watch: Mulberry blue.

## FURS

Blond tones most important in muskrat, beaver, sheared raccoon, or pale-toned mink.

Shapes: short, ball-shaped jackets, capes or boleros continue; also stoles, ascots, small fur ruffs.

## HATS

Shapes, materials, and colours should be chosen to complete a costume.

To watch: grosgrain-ribbon sailors.

## GLOVES

All lengths, short, medium, or long, keyed to sleeve lengths and costumes.

Materials: reverse leathers, with suède side out, shiny side in. Woven cottons, often with crocheted touches. For country wear: crocheted or knitted string.

Best colours: white worthy of special promotion. Blond tones, off-whites, Benedictine amber, all blues, shocking pink or rose pink, citron yellow, straw colours.

## SCARFS

Watch for neck ruffs. Scarfs that end in jester points.

## JEWELLERY

Chalk white most important, sometimes mixed with gold beads or fired with gold tracery. Pearls continue.

Satiny-white, inch-long bugle beads worn in long ropes.

Wider necklaces, with collars or bibs important, often with over-sized pendant clusters.

Watch for necklaces to sell in two or three graduated lengths, to combine in collar effects.

Earrings continue to be big. Alternate idea: two sizes of ball earrings worn together on each ear.

Bracelets, either cuff-wide, or narrow bangles worn in multiples.

Colours: white in the lead, with all blues very strong. Pinks and reds. Tailored gold.

## BELTS

New belt shapes: a sailor-collar effect, worn backwards; belts that look like circular peplums.

Most dress belts narrow, most belts worn with separates, wide.

## HANDBAGS

At press time of this report, the spring handbag lines had not opened. Watch future Vogue Trade Editions for this news.

## SHOES

As reported in February 15, 1951, Vogue, the news in the shoe market is the banded look, generally completely backless or with the thinnest of bands around the heel. This silhouette has long been a favourite in Europe, and Vogue's February 15th examples were by Ferragamo. Now this opened-up shoe is seen on all heel heights, in all materials, at all price levels.

Customers will need careful fashion advice about the wearing of this bared shoe. For daytime, it looks right only with the delicately detailed, soft silk or rayon crêpe dress. Its day versions will be seen in dark colours (notably, black and navy blue) in calfskin, patent leather or kidskin, on 14/8 to 17/8 heels. For late-day and evening, it will be correct in all colours, leathers, and fabrics.

Look for variations of this opened-up shoe with covered vamps, combined with instep straps, t-straps, or wrapped ankle straps of Italian inspiration.

Continuing: the light-looking, tapered-toe opera pump which has an enduring place in every fashion wardrobe. The bare shoe represents a new shoe idea for certain occasions, and should be considered as a new reason to buy.

**Leading shoe colours:**

the pale to blond tones (vanilla, china cream or mushroom) to accentuate the all-blond look, or white. Benedictine amber and russet shades (to wear with greys, blues, black). Many blues, from a clear Italian sky blue to lighter-than-navy blue (particularly right with blond, beige or grey costumes). Rich red continues, especially with grey or blonds. Important for summer: a new race of light, white shoes with a delicate look, far removed from the heavy brown-and-white spectator shoe, to wear with all-white or white-ground dresses, or with white-accented pastel dresses.

*Additional copies of these pages for sales training may be ordered at $2.00 per 100 copies. Please write: Vogue Merchandising Service, 420 Lexington Avenue, New York 17, New York.*

# TO SELL FASHION, QUOTE

# VOGUE

## YOUR RELEASE DATE: NOVEMBER 30TH

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a ☐ b ☐

**VOGUE SAYS:** *"Starting South—all blue or blue with . . ."*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"Year for white—North or South"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"New sunny pinks—frequent appearance at resorts"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"More sunny blues—at resorts everywhere"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"New bathing suits—rewards for good figures"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"Hats—little bows plus"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"White gloves, every length—the fashion this season"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"Perfume—Christmas present every woman loves"*
a ☐ b ☐ c ☐

**VOGUE SAYS:** *"Presents for clock-watchers"*
a ☐ b ☐ c ☐

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**VOGUE SAYS:** "White gloves—part of the fashion for white at night"
**VOGUE SAYS:** "Pearly-white gloves—cosmetic, luxury, strong fashion"
**VOGUE SAYS:** "Polished white hat—little solitaire of satin"
**VOGUE SAYS:** "White fur stole—part of the fashion for white at night"
**VOGUE SAYS:** "Glittering hat—Christmas excitement"
**VOGUE SAYS:** "Little bow hats—to make you look prettier"

### To sell late-day and evening fashions:

**VOGUE SAYS:** "Big-parties dress—bare shoulders, floor length"
**VOGUE SAYS:** "White ball dress—at the holiday parties"
**VOGUE SAYS:** "Pink for parties—holiday colour note"
**VOGUE SAYS:** "Coat-dress—marvellous young idea from Paris"
**VOGUE SAYS:** "Taffeta dress—late-day answer in an all-year fabric"
**VOGUE SAYS:** "Taffeta coat-dress—more-taste-than-money find"
**VOGUE SAYS:** "That black shirt—found at the top of fashion"

### To sell watches as Christmas presents:

**VOGUE SAYS:** "Presents—reading clockwise"
**VOGUE SAYS:** "Delicate gold watch—to wear with many bracelets"
**VOGUE SAYS:** "Jewelled watch—inside and out"
**VOGUE SAYS:** "Country watch—dust-proof, water-proof, shock-proof"
**VOGUE SAYS:** "Watches alike except for size—for a couple"
**VOGUE SAYS:** "Leather-covered clock—to give to a traveller"
**VOGUE SAYS:** "Men's pocket watch—thin as a mint"
**VOGUE SAYS:** "Gold-filled expansion band—for a man's watch"

### To sell Christmas presents for men and women:

**VOGUE SAYS:** "Cane-slim umbrella—worth giving to a man"
**VOGUE SAYS:** "Cashmere shirt-sweater—present for a man"
**VOGUE SAYS:** "Lisle polo shirt—fine present for a man"
**VOGUE SAYS:** "Blazer for men—back again, good present"
**VOGUE SAYS:** "The present of perfume—everywhere to buy"
**VOGUE SAYS:** "Handsome leather manicure case—to give"
**VOGUE SAYS:** "Big leather shoulder bag—for over-night flights"
**VOGUE SAYS:** "Valentines for Christmas—hints for Mr. $$$$$$"
**VOGUE SAYS:** "Strands of cultured pearls—valentines for Christmas"
**VOGUE SAYS:** "Flowers to last—in a pin of real jewels"
**VOGUE SAYS:** "The present of furs—valentines for Christmas"
**VOGUE SAYS:** "Suède gloves—Christmas valentine"

### To sell fashions in resort dresses:

**VOGUE SAYS:** "Resort clothes—forerunners of summer"
**VOGUE SAYS:** "Start your wardrobe off in a new blue direction"
**VOGUE SAYS:** "Sun-and-water blues—part of the southern scenery"
**VOGUE SAYS:** "Blue little coat—parasol-shaped"
**VOGUE SAYS:** "Black sandals, black jewellery—to wear with blue"
**VOGUE SAYS:** "Snowy linen—for an end-of-day dress"
**VOGUE SAYS:** "White without season—chiffon evening dress"
**VOGUE SAYS:** "White lace—baby-dress touch for cotton dresses"
**VOGUE SAYS:** "Newest way to wear white—with one tawny colour"
**VOGUE SAYS:** "Shirring, tucking, stitching—in more and more dresses"
**VOGUE SAYS:** "Resort dresses—tucked around, tucked to shape"
**VOGUE SAYS:** "A dress for all-day sun, little evenings"
**VOGUE SAYS:** "Slim-lined linen—perfect resort-day dress"
**VOGUE SAYS:** "Cotton tweed—sun-dress news"
**VOGUE SAYS:** "Empire waistline—important line"
**VOGUE SAYS:** "Fitted middy dress—looking to 1952"
**VOGUE SAYS:** "The princesse dress—important new line"
**VOGUE SAYS:** "An evening dress in two halves—the skirt full"

### To sell resort bathing suits; playclothes:

**VOGUE SAYS:** "Water-blue bathing suit—amphibious as an otter"
**VOGUE SAYS:** "A middy to zip over shorts—in warm blue"
**VOGUE SAYS:** "Poodle cloths—now heading for the beach"
**VOGUE SAYS:** "Princesse line bathing suit—for a good figure"
**VOGUE SAYS:** "Gleaming, black-seal suit—good figure reward"
**VOGUE SAYS:** "Shorts and a halter to swim in"
**VOGUE SAYS:** "Pink velveteen bathing suit—dunkable as you are"




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Vogue
December, 1951

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Whole No. 1880

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AMERICA GOING-PLACES in Handmacher's new view of the classic. A suit that tells the story of *every* Handmacher suit: perfect fit, handsome line and a price that's anybody's guess. In exclusive imported tweed, fine gabardine or worsted flannel. Sizes 10 to 20, 7 to 15. $60. At one store in your city. For its name, write Handmacher-Vogel, Inc., Dept. V12, 533 Seventh Ave., N. Y. 18.

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It's a proud and winsome car, this ROADMASTER. There's a royal richness to its luxury — and it rides the road with regal poise.

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It puts at your command a breath-taking flow of power, and does your bidding with a confidence that befits a master of the highways.

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BUICK *Division of* GENERAL MOTORS

ROADMASTER
*Custom Built by Buick*

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*Coat and accessories by Jean Dessès*





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**At 7 East 51st Street, but a few steps from Fifth Avenue, you enter the fabulous House of Winston where mounted jewels of breath-taking beauty are masterfully created from rough diamonds.**

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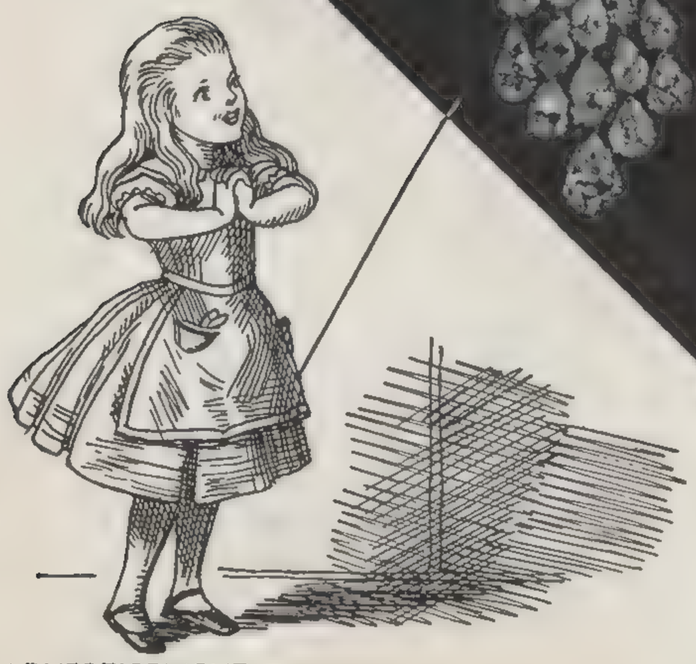















# ARPÈGE

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THE BEST PARIS HAS TO OFFER

**emba silverblu** platinum mink designed by **j. weinig & son,** new york

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*® mutation mink breeders association



# For Christmas — Wouldn't you love one of These Wonderful Gifts by Dana



THESE masterpiece perfumes by master-perfumer Dana are cherished the world over for their rare beauty and for the way they cling to you—*almost endlessly*. And their colognes, in fragrance, are truly the Dana perfumes themselves. So, why not tell him which of these you would love to receive at Christmas time?




TABU . . . the "forbidden" perfume, probably the most famous fragrance in all the world. It is heady; *very* heady. TABU perfumes and colognes range from $2 to $60 plus tax.




VOODOO... Dana's newest perfume masterpiece. Known in Paris as "the perfume of the night," and considered here as a fragrance that must be worn with great care. $40 the ounce. Smaller sizes too and colognes at $5 and $8.50 plus tax.

EMIR . . . a woody aura mingled with an opulent warmth that endures. Rich, intimate, a perfume of subtle intentions, Emir seems to change with the individual. Perfume and cologne sizes from $2.25 to $35 plus tax.







20 CARATS . . . often spoken of as "the most elegant perfume ever created." Its rich, deep tones speak of treasures in gold and precious jewels. It is *that* kind of fragrance, and none other is like it. Perfume and cologne from $2.25 to $35 plus tax.

PLATINE . . . light but extremely lasting . . . the very essence of dignity for the woman of great dignity. Exquisite . . . in a way all its own. Perfume and cologne sizes from $2 to $32.50 plus tax.




EMIR • 20 CARATS • PLATINE • TABU • VOODOO

*Dana perfumes, colognes and other lovely scented things are also available in Holiday Gift Packages at no extra cost*

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You owe it to your audience!

Wear Kayser

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**Glamour Girls or Grandmas...**

# they all want

# Folding Umbrellas

**with the unbreakable**

**MARVEL Double-Rib frame**

● No gift problem, no puzzling about sizes, no age-limit! A folding umbrella . . . the perfect gift for glamour girls, career women, homemakers, rocking chair or gadabout grandmas. But not just *any* folding umbrella . . . make sure it has a MARVEL frame with the round *double* ribs guaranteed not to break, buckle or cut the fabric . . . *despite* rain torrents or whipping winds.

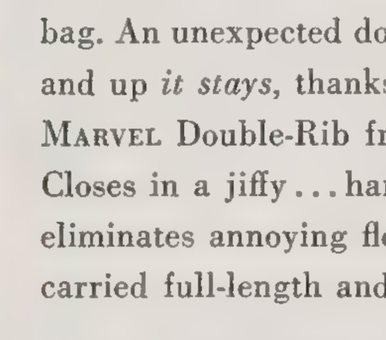
Just 12 inches long . . . fits into pocket, purse or overnight bag. An unexpected downpour . . . up goes the full-size umbrella and up *it stays*, thanks to its sturdy, fool-proof MARVEL Double-Rib frame. So simple, even a child can open it! Closes in a jiffy . . . handle has exclusive automatic lock . . . eliminates annoying floppy ends. Encased in its sheath or carried full-length and uncovered, it looks smart and trim.

A year 'round gift that *lasts* for ages! Superior jewelry-crafted construction . . . 31 patented features, including rust-proof brass joints and handsome double-protection plating. Attractive styles for men and women, at leading umbrella counters throughout the U. S. and Canada. From $8.98 up.

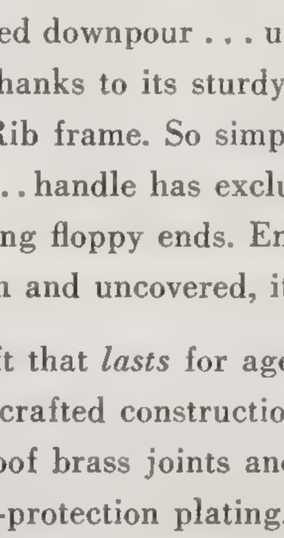
*American Folding Umbrella Co., Long Island City, N. Y.*

This umbrella is made on the genuine **MARVEL Double Rib FRAME**

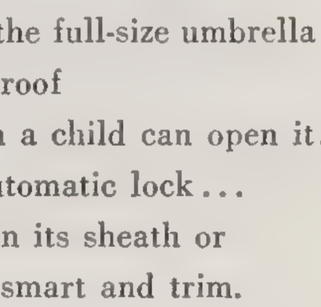




Opens and closes in a wink; won't blow out or cave in.



Exclusive automatic lock in handle eliminates loose, floppy ends when carried full-length.



Only 12 inches long when folded! Fits in bag or pocket. So handy . . . so smart.

*Make this a* **MARVEL** *Folding Umbrella Christmas!*

# If you could see through luggage,

# *Skyway* would stand out even more!

If you could look right through the travel-tough plastic exterior of Skyway's newest luggage, you'd glimpse the *extra* reasons it's fashion's first luggage! Skyway is created to pamper lovely things...offering ultimate, lasting fashion* *outside* and *in!*



## *Koroseal* for Christmas!

Now — in time for Christmas giving — Skyway adds to this fashion leadership, the newest, finest of luggage covering — KOROSEAL! Travel-rugged! Scuff-resistant! Stain-resistant! Even washable with soapsuds! The luggage of the future— NOW! In 16 shapes to fit all travel needs. Give her either *Duotone* of Benedictine and Platinum or Solid Benedictine.

*perpetually matchable*

AT FINE STORES

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**21-in. Wardrobe . . . $36.75**

**21-in. Overnight . . . $22.75**
With powder-proof snap-in paquette.

**15-in. Intimate . . . . $27.75**
Fitted with Lucite brush, comb, double mirror, 4 plastic bottles, snap-in paquette, hosiery pouch, earring bar.

*Nationally priced under O.P.S. Sec. 43-C.P.R.*
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*The sophistication of the Riviera... the primitive prints of the South Seas... the sun-nurtured colors of the jungles... all give inspiration to your new Catalina. all are blended into an exotic collection international in color and print, yet truly Californian in styling.*

"Roman Stripes," hand-printed on satin Lastex in gay combinations of carnival colors.

look for the flying fish

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Linen's a fashion pet—

and **these** will be yours! New as next season

(wherever you spend it)—and so beautifully made.

From Nelly Don's **imported linen series** in muted

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*Marked Tebilized for tested crease-resistance*

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perfume imported from France

**a most poignant perfume . . . warm, tempestuous and dramatically feminine!**

*8.75 to 32.50 . . . Cologne 2.75, 5.00, 9.00 . . . Dusting Powder 3.75 . . . prices plus tax*

*Pedigreed Dark Mink by Umpa*

Jet Blue-Black Mink . . .
Conservatively Chic . . .
Symbol of Position and Fine Taste

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PHOENIX, ARIZONA.....Goldwater's
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believes in the white ground
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Carolyn Schnurer's simply feminine cotton
pique, crinoline crisp and snow white
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You can buy this merchandise at stores listed (Vogue's Buying Guide) p. 188.

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***CarA-Q**... that luxurious lockstitch acetate tricot that loves to follow fashion's line.*
*Artfully sashed and stoled in one fluid swoop... singularly fascinating... Simply Feminine.*




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*Gold Medal Fashion Academy Award presented to a perfumer for the first time*

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The Most Precious of all Perfumes . . .

*White Shoulders . . . Golden Shadows . . . Gay Diversion*

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*The round diamond—a study in*
*sparkling brilliance and lasting beauty . . .*



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All prices plus tax



*Heavenly Bodies*

A new collection of beach fashions designed to make any body more heavenly and give you curves that are out of this world!

Cole OF CALIFORNIA ORIGINAL

Shown: *Space Control,* a swimsuit with a genius for fitting tall or short alike. Nylon-laton taffeta, $25 at fine stores.

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# "Wrinkl-Shed®

# is spun sugar

# in wind or sun"

*says*
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"Who would ever believe that a sweet young dress like this could bounce out of a suitcase as fresh and crisp as candy cane? Think what Dan River has done for a designer with this marvel of Wrinkl-Shed! Did you know that a Wrinkl-Shed dress never needs starch, irons in a matter of minutes, stays dainty and desirable without frequent laundering? And that mildew can't come near it? No fairy tale, it's Wrinkl-Shed, the wonderful fabric that only Dan River could make possible."

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**POWDERED PERFUME**... now the famous Cara Nome fragrance in this increasingly popular form... ideal as sachet, too . . **$1.65**



**COLOGNE AND TALC SET**... subtle, trustworthy twins for day-long daintiness... enchantingly gift-boxed . . . . **$2.75**



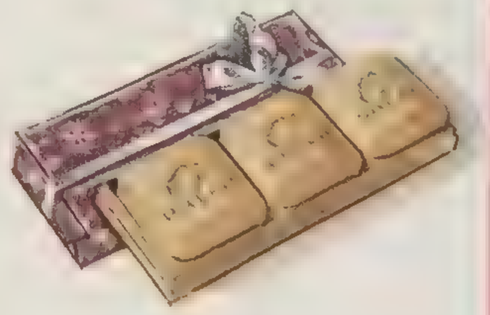
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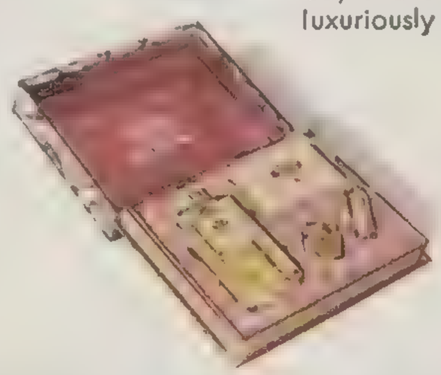
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*Fresh slant of fashion... grooved navy braid,*
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silk with wool and

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for resilience,

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*NOW AVAILABLE IN NEW LEAKPROOF PURSE SIZE ⁘ "THE COMPANION"*
*ALSO FROM PARIS ⁘ JOY SOAP AND JOY POUDRE IN FIVE LOVELY SHADES ⁘ FOR PERFECT HARMONY*

Another reason why this is <u>your</u> year to buy furs...



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...styled to span the years

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THE HOLLANDER NAME ON PELT OR TAG IS YOUR ASSURANCE OF LASTING BEAUTY.
YOU WILL FIND IT ON THIS YEAR'S FABULOUS FURS.
THEY ARE PRICED SURPRISINGLY LOW AT YOUR FAVORITE FURRIER, SPECIALTY SHOP OR DEPARTMENT STORE

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To record enchanted hours, we proudly present these inspired creations of Hamilton craftsmen. Styled for America's smartest women, each precious case offers unmatched beauty for your wrist. Each is designed to capture your heart . . . and to tell you the time with unfailing accuracy. See these exciting leaders in fashion wherever the finest in jewelry is sold.



A breath-taking interpretation—by Biggs—in platinum and diamonds. $2,700.

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*First Lady 41*—Case and bracelet of classic simplicity in 14K gold. $200.

Hamilton

AMERICA'S FINE WATCH

Copr. 1951, Hamilton Watch Co., Dept. V-4, Lancaster, Pa.



*Left:* Flowery compliment from the popular Petal-Cup pattern . . . . *Center:* Latest million dollar hold-up . . . . *Right:* Your ardent admirer of the famous A'Lure family

# You don't need a halo to look heavenly, angel!

Let your Warner-wonderful bras take the burden off your shoulders and make the most of your natural resources. Their aim in life is to be the uplift in yours.

Dozens of artful designers spend their waking hours dreaming up new views for your personal outlook. Then expert seamstresses bring these dreams to life. *Your* life.

And what a wonderful life! For there are *no plain girls* in Warner's bras. Lovely little girls with new distinction, and beautifully controlled big girls. All fashion-fit-and-free to go anywhere, do anything—in any mode!

Choose from dozens of styles, 3-Way-Sized with adjustable closings. From $1.50 to $10 at the nicest stores, here and in Canada.

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*3-Way-Sized*
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WORLD FAMOUS FOR LE GANT* • A'LURE* • FREE-LIFT*
WARNERETTE* • STA-UP-TOP* *Reg. U. S. Pat. Off.
The Warner Bros. Co., New York 16, Chicago 6, San Francisco 8




**For next spring's** changeable weather
. . . a new spring suit with changeable *comfort* . . .
MILIUM* metal-insulated lining! The feather-light
insulation of MILIUM lining makes this
"All-Weather" suit light and cool for
sunny spring days . . . yet, snugly warm for
chilly spring mornings and evenings
. . . gives you tailored trimness in a suit
that "tailors" the temperature!
Tie this ad 'round your fashion finger
. . . remember to look for the MILIUM label!

**Rosenblum** of Los Angeles presents
its Shirt-collar Classic, man-tailored every
inch of the way. In navy, grey or beige plaid.
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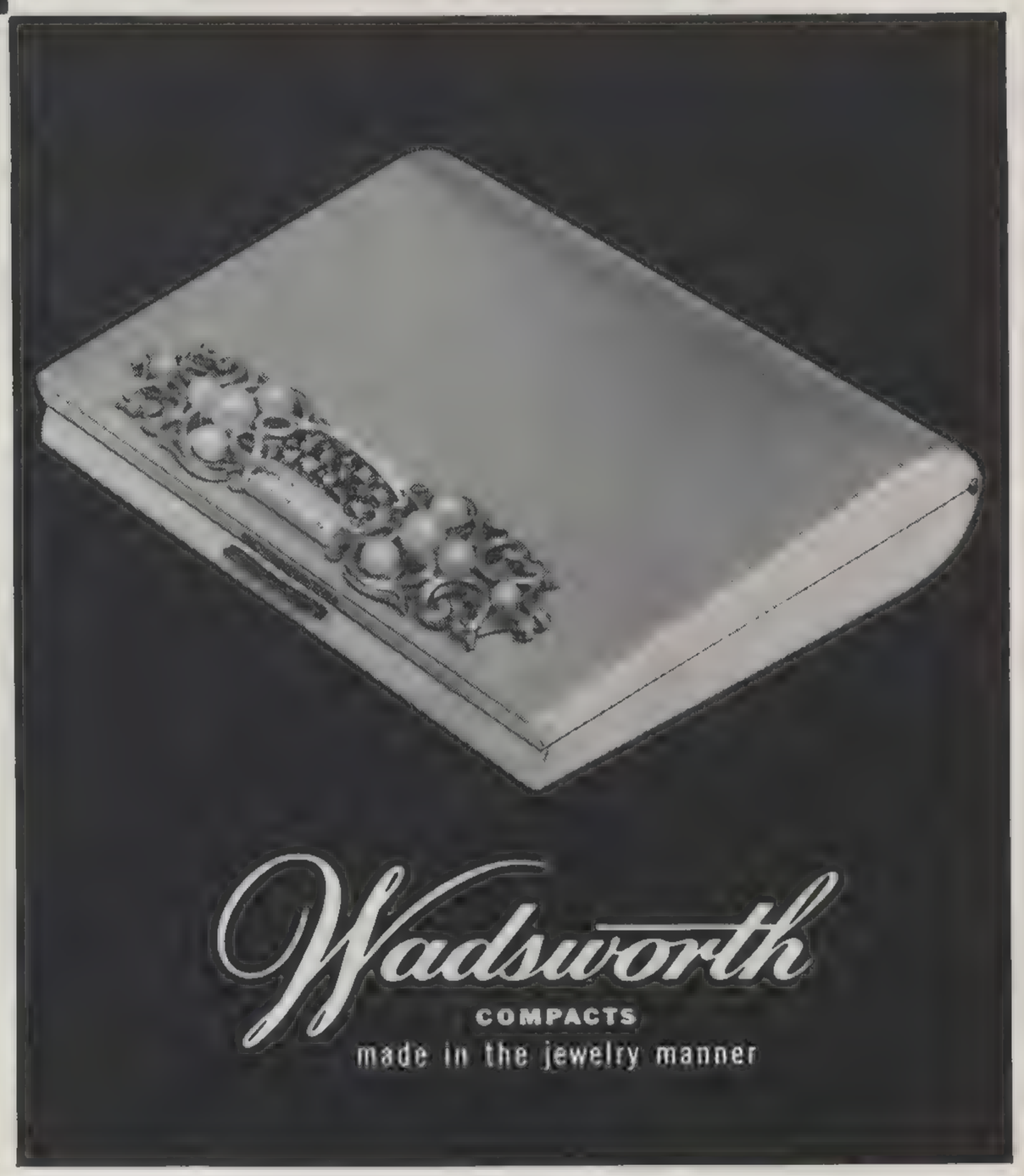



Left: Proud plumes, engraved by Wadsworth craftsmen, adorn the gleaming gold tone case. $8.00



Above: A tropical fruit motif glows in soft jewel tones on this silver-plated case. $12.95

Right: Dramatically beautiful gold tone case—emblazoned with rhinestones, simulated pearls and rubies. $20.00 plus fed. tax.




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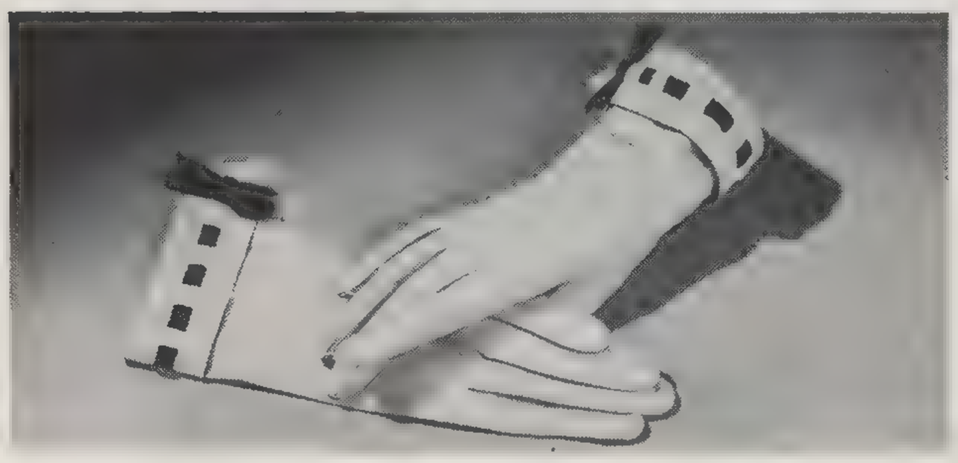


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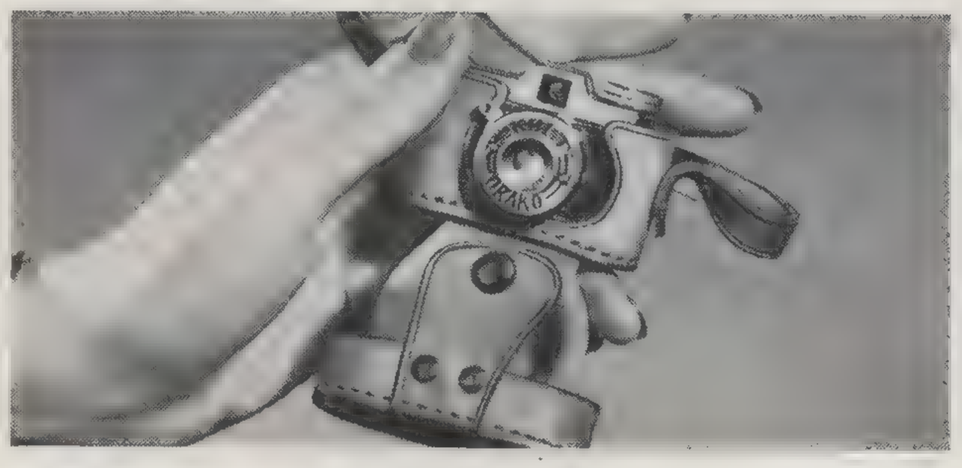


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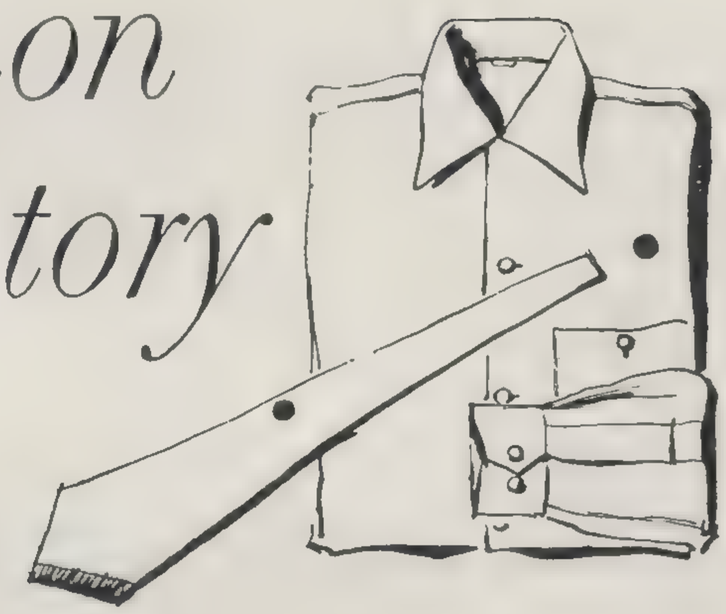
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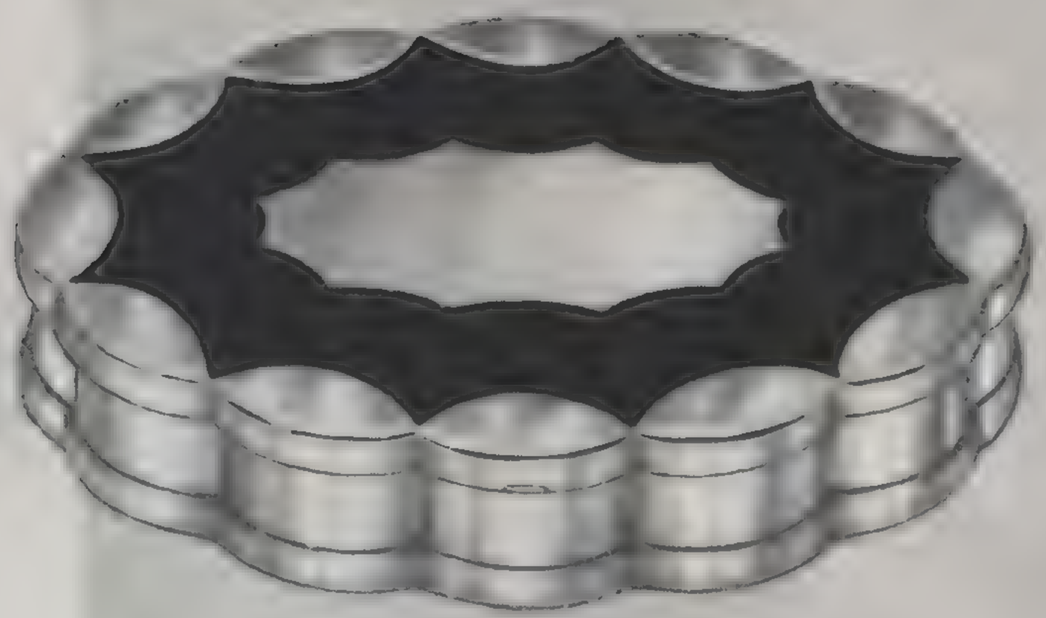
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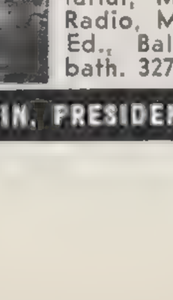
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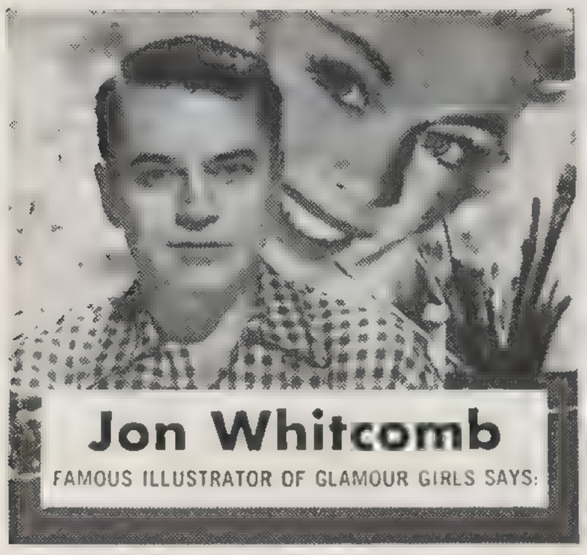
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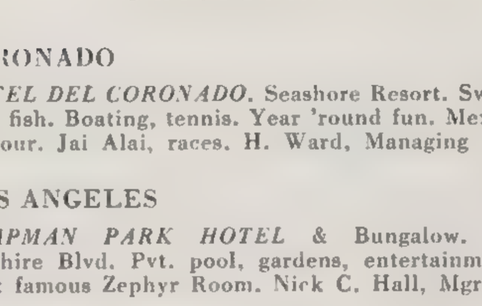
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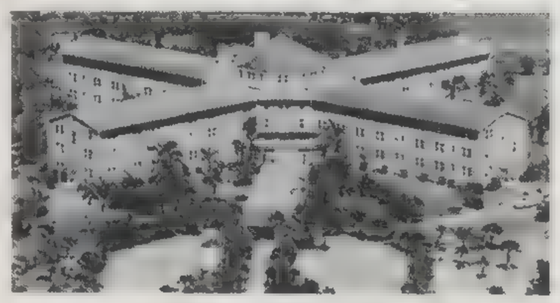
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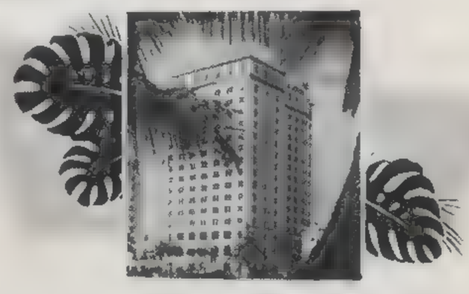
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### Florida

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### Florida

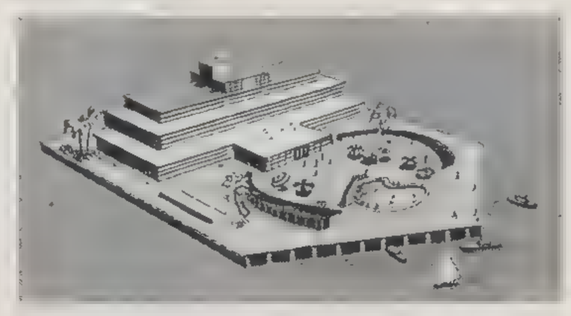
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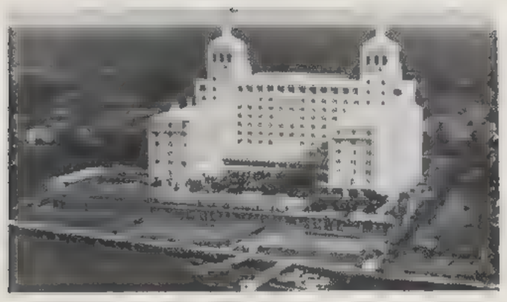


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## Florida

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PAGET



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## Puerto Rico

SAN JUAN

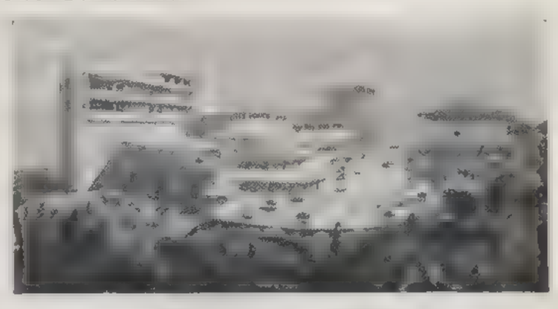
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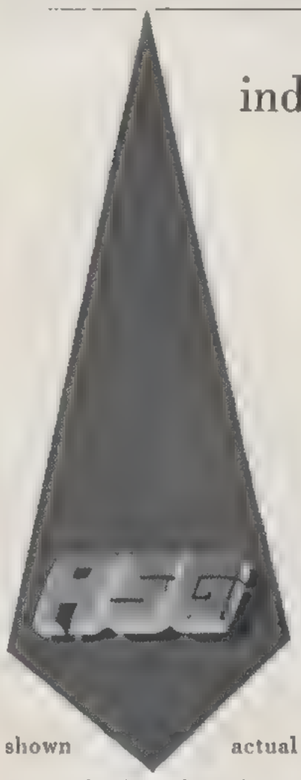
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| AAA | 5 -10 |
| AA | 4½-10 |
| A | 4 -10 |
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# SHOP



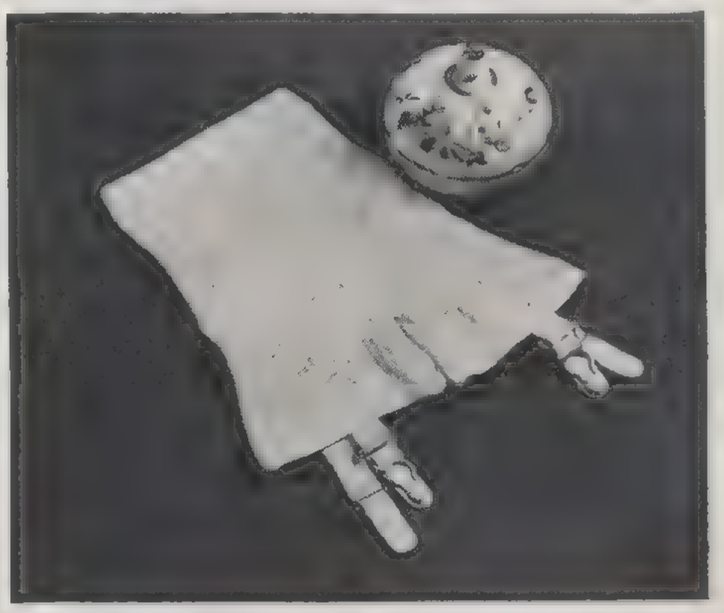
Holiday has two meanings for Shop Hound these days: holiday, as in Christmas; holiday, as in, say, Bermuda or Switzerland. The things shown on these pages were chosen with both kinds of holiday in mind; are all meant to give—or to take along.

*Left:* A snow-drift of white terry cloth, this long, full peignoir is made of the softest, thickest Turkish towelling; falls gently from a rounded yoke. Besides the white, it comes in delft blue, corn yellow, turquoise, pink and coffee. In sizes small, medium, and large. $36.75 from Kerge's, 576 Madison Avenue, N. Y.

*Right:* To give—or to take, this rosebud-sprigged bed jacket in the wonderful material, English Viyella flannel. It's lightweight, and just warm enough to feel right for a chilly resort morning. (Statistics: Viyella is 55% wool and 45% cotton.) The background colours are white or pink; there is Val lace edging on the collar and cuffs. Important note—this washes as easily as your hands. $16.95 at Kerge's, 576 Madison Ave. *Below:* How much baggage space to allow for a girdle? Shop Hound found one (of nylon and elastic) that's small enough to be



patted into the powder jar shown, yet expansible to 300% of its size when worn. It weighs in at 2½ ounces, shows surprising strength of control. Nemo-kins, $3.95, at Bloomingdale's. The powder jar, hand-painted with a Meissen rose, $8.95 at Alfred Orlik, 745 Fifth Ave.



*Right:* Chaperon for a holiday—the Diet Meter, which not only lists the caloric count of just about everything you might want to eat, but tallies it all up for you. Works this way: after each course, you consult the booklet for the correct number; adjust the meter on the cover accordingly. With coffee, the total! In a red plastic case, $1.50 ppd., Dreer's, 1934 Arch Street, Philadelphia.



MIEHLMANN

# HOUND

## . . . holiday travels



*Above:* These jewelled pins, light enough not to weigh down thin materials. Shown, a topaz, a cultured pearl, a turquoise—worn on the backs of a handsome trio of bugs, to pin together or singly on a cuff, a cummerbund. On gold-plated sterling silver. The topaz and turquoise, $15; pearl, $22.50 with tax. Jolie Gabor, 699 Madison Avenue.

*Right:* Just the right weight and packability for a Southern holiday, a dress that Mrs. Exeter and her granddaughter might wear, look wonderful in. It's a completely feminine thing, a soft shirtwaist done in a fine Swiss voile. Among its excellent details: a tucked yoke, a bow-tied neckline, a velvet sash. The skirt is lined with percale, to avoid the transparent problem. In pretty pastels—buttercup yellow, light blue, white, and eggshell; 10 to 16, $75 at Inez, 76 E. 56 St.

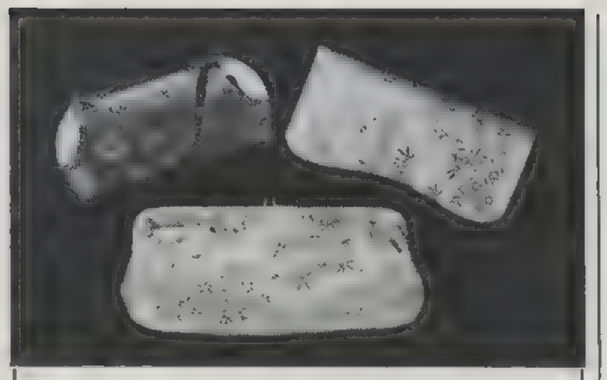




*Left:* "If ever there were a *particular* year for lace" . . . to which Shop Hound adds *this* particular: a French Alençon lace blouse, cut as simply as lace should be, with a deep V front and back. Couldn't be prettier than in pure white—unless it's in black, navy-blue, brown, grey or pink. Choose your colour, choose your resort—this is a blouse to be worn anywhere, any evening. In 10 to 18, $49.95 at Yohalem, 723 Madison Avenue.

*Right:* A dinner costume for North or South—with all the obvious advantages of the separates system, plus what amounts to a positive love for life in a suitcase. A tissue paper overskirt of black silk organdie; a slim black silk taffeta underskirt; a blond rayon bouclé top with gilt and pearl-bead embroidery. Nice way to look, no matter which direction you're going (even if you're staying right where you are). Skirt, 10 to 18, $49.95. Top, in medium only, $22.95. Two other tops Shop Hound likes with this skirt: a white mat-jersey, $29.95; a chiffon brocade, $16.95. (Sizes 10 to 18.) Maison Mathilde, 26 E. 56 St.



**Christmas Elegance**

Accessories in rich, colorful brocade from China, all satin lined. Floral motif in silver, lacquer red, royal blue. Scenic motif in gold, silver-blue, silver-grey, black.

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*"Can't Slip" Eyeglass case* ..... $3.50

*Spectacle purse (with jewelled knobs)* ..... $6.00

NOT SHOWN:
*Deep style change purse to match* ..... $4.50

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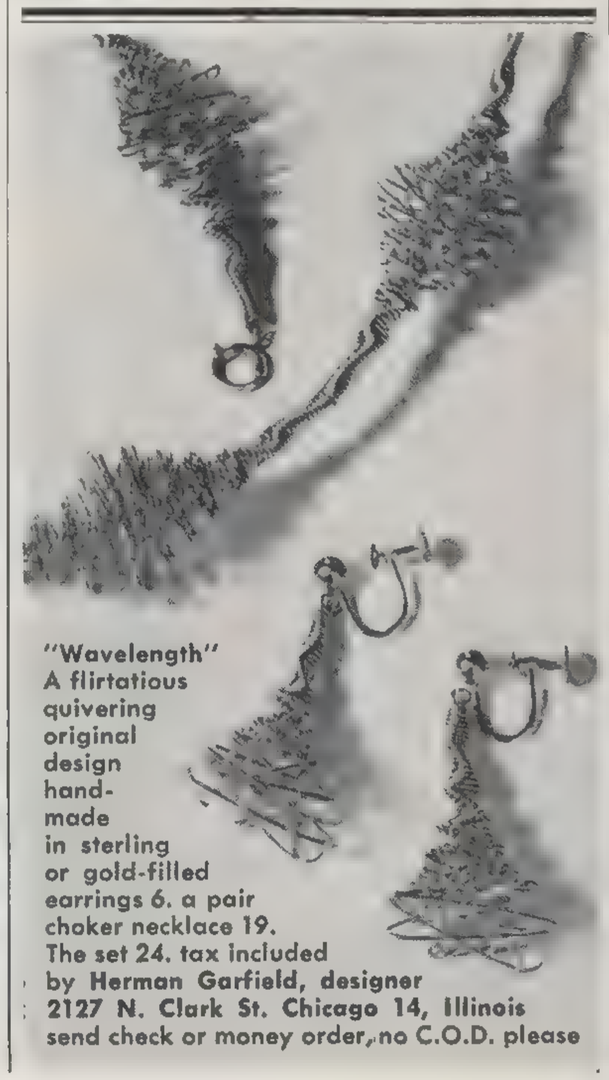
**Susan Noble**
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**BEAUTY SPOTS . . .**
***A natural Christmas Gift***



Beautifully marked genuine Leopard, natural, soft, silky, fine fur gilt-edged bone button. Smartest accessory of the season. **$39.50**
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"Wavelength"
A flirtatious quivering original design hand-made in sterling or gold-filled earrings 6. a pair choker necklace 19.
The set 24. tax included
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(chrome with satin finish bands)..... $15.00

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Sizes 12-20 ..... $34.75
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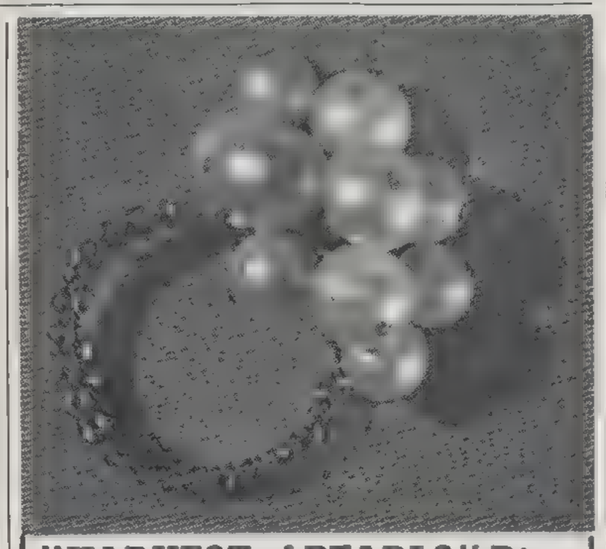
GIFT-PACKED IN HAMPER BASKET

Here in a handsome waterproof wicker hamper basket is everything needed to make all types of artistic, original flower arrangements. Includes eight holders—each a different kind—together with florist's plastic clay, roll of wire and a pair of fine florist's shears.

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For exclusive Xmas Gift-Giving, a Jolie Gabor original. 14K Gold adjustable ring, set with a dangling cluster of Cultured Pearls.

*Sale Priced at* **$25***
*Also available in gold plated at only* **$15*** *plus tax

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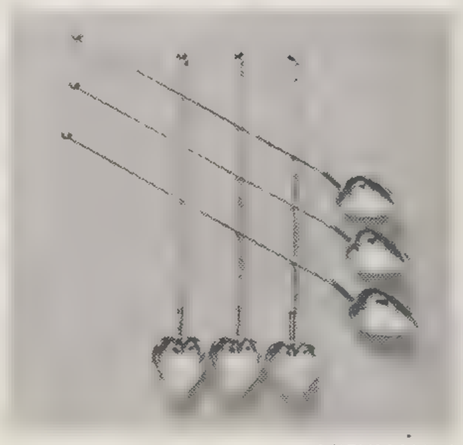
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# SHOP



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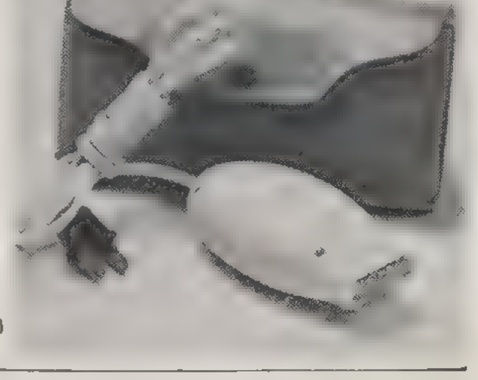
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*Check or money order.* **Bargain buy** post paid

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## dew into petals!

Goes into the skin like dew into petals!
Gives girlish texture and fresh loveliness.
The skin drinks it in!
The finer lines vanish.
*Perfumed w. Constancy!*
Non-allergenic.
$2.40 ppd., tax included.
Gift packed. Not c.o.d.




Princess Néroli

606 SOUTH DEARBORN • CHICAGO 5

*Shop Hound makes Christmas shopping a pleasure . . .*

This Shop Hound section of Vogue gives you many a short-cut towards solving your shopping problems. Your search may end successfully right in these pages, for products advertised in Shop Hound are available—now. Save time and effort by looking in Shop Hound *first* . . . for that little house present, those gifts for special occasions, fashion accessories, tid-bits for the table.

You will get prompt, efficient service from every advertiser!




Softer . . .

Beautifully styled coiffures with

our new lamp-pruning cut.

Expert permanent Waving from $15.

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For Reading, or Loafing in Bed!

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Medium weight, beautifully tailored soft gabardine *Man's Bed Jacket*—our own design. French front, cuff sleeves, satin contrast piping. Warm—and oh! so comfortable! Cafe au lait, French blue, Fireman red, navy. Small, medium, large, ex-large. $24.95 ppd.

3-Letter Monogram to Match Piping add $2.50
In California add 3% Sales Tax.
• *Write for our brochure*

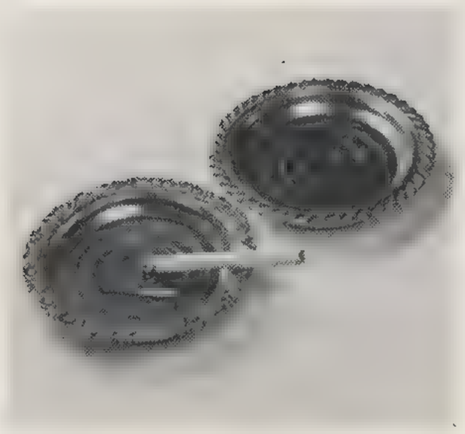
**Gifts *for* Men**
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Beverly Hills, Calif.

# HOUND

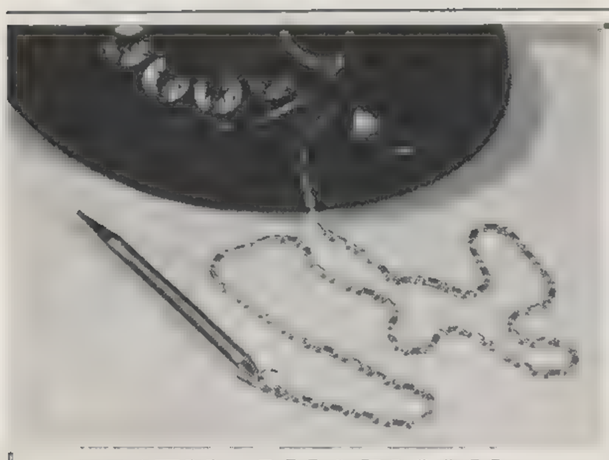
**...Christmas deliveries**



LEMON, ANYONE? What makes us ask, is this marvellous new squeezer idea: a white flower cupped in a lily-pad of yellow pottery—one end a spout for pouring. For anyone who mixes even an occasional cocktail. Also wine, green, $4.25 ppd. from Bonwit Teller, N.Y.



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Are you constantly saying, "Wait a moment until I get a pencil" because most members of your household have a habit of misplacing the pencil you meant to keep near the phone? If so, buy every phone in your home one of these little telephone pencils. Clips on the dial stop of your phone very simply. Has a long 15" chain. Gold finished metal. Mechanical pencil. $1.00 each postpaid. No C.O.D.'s please.
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**EDITH CHAPMAN** 50 Piermont Avenue • NYACK, NEW YORK



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**Guaranteed America's Finest!**

Try it . . . Be satisfied or YOUR MONEY BACK.
Relax your way to health . . . beauty . . . vitality . . . youthfulness. The way recommended by leading doctors, beauty specialists, health authorities.

**VIMULATOR FOLDING SLANT BOARD $24.95**

America's finest...most compact...sturdiest. Constructed of beautifully lacquered, durable Douglas fir plywood. Custom quality upholstery in choice of red, blue, or green. The only slanting board with the braided "life line" for easier, more effective exercising. Sent postpaid anywhere in the U. S. MONEY-BACK GUARANTEE. Other models available.

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**For the CHILD who "HAS EVERYTHING"**

Sparkling eyes of joy will greet this little honey Ballet, even if the darling "has everything". Professionally designed. Flittered taffeta sweetheart bodice with beautiful 3" ruffled edge with ribbon and rosebuds around neck and shoulders. Three whirling flame-proof tarlatan skirts, two of them pinked, the third one circular with 3" ruffle with ribbon on bottom. Quality materials and workmanship; fitted at waist. In White, Pink, or Blue — Sizes 3 to 14, only $9.50 ppd; check or money order. Other costumes from $4.50 ppd. Order Today; also ask for complete price list of gift costumes. No C.O.D.'s.

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THE SOLUTION to the ugly-duckling growing stage of a short hair cut — is a Chignon! As illustrated $9.75 — A real imported human Hair Piece — A very important accessory for the modern girl's wardrobe of Today! Send generous sample of hair with check or money order — No COD's — Other styles including — Cluster curls — $6.95 — Glamours $8.75 and Bob Wigs available.
Add $2.25 additional to each style — for grays or platinum.

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Are crepey skin and wrinkles making you mirror shy? Neckline beauty cream, the exciting new skin conditioner, banishes crepey skin and wrinkles...and restores soft youthful allure, luscious firmness to neck, shoulders and bosom. GUARANTEED to please or your money back.

**USE NECKLINE TO ELIMINATE THE AGE LINE**

**Neckline BEAUTY CREAM**

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Send .....regular size $5.00 plus 20% tax
Send .....trial size $1.00 plus 20% tax
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Street.....
City.....Zone....State.....

**MAKES TEETH WHITE**



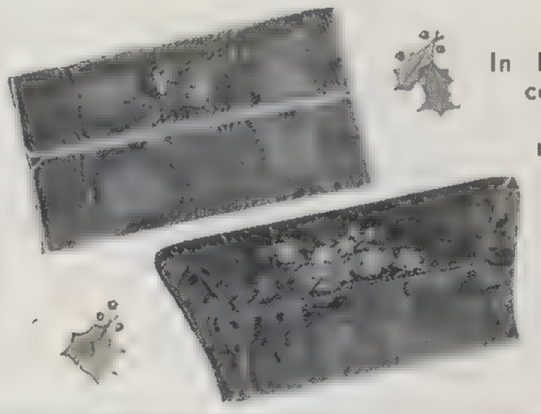
**Amazing "dental-cosmetic" discovery gives teeth beauty of movie-star smile**

Are your teeth discolored, dull, unattractive? Are you smile-shy? Then try this marvelous new "dental-cosmetic" for the thrill of your life! You apply **KOPAL** on your teeth, just like the enamel on your nails. Takes only 3 minutes—and presto! *Instantly,* your teeth are coated with a sparkling white finish that appears so pearl-like and natural—just like a movie-star smile! No wonder beauty editors, thousands of smart women and theatrical people praise **KOPAL** for covering up stains, blemishes, even gold fillings—almost like magic! **KOPAL** is a dentist's formula, completely safe and harmless for natural as well as false teeth. **GUARANTEED** radiant results or money back! Economical in use—amazing value. Send only $3.00 for 3 to 4 months' supply. We pay postage. Or you pay postage and charges if C.O.D.

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**. . . a facial tissue container**
**. . . an eye glass case**



In black, toast, fuchsia, green and other high colors . . . lined in contrasting shades. Exquisitely handsewn and embroidered moire and satin . . . with dainty floral trimmings of imported French ribbon. Practical . . . will dry clean. Matched Set **$10.00**
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**RASPA PEASANT DRESS**



With Brazil or Ruedita's lace on finest cotton. Navy, Royal Blue, Kelly, Peach, Grey, Tomato, and Yellow Gold. Send size, waist, length of skirt and color desired. *Made to your measure $45.00.*

**The frame** is an easel back open book. Hand carved in wood. Chalk white.
for 8 x 10 in. picture 17.95
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17 x 30 " " 37.95

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The South American Shop
Roney Plaza Hotel • Miami Beach



# SHOP



PARASOL: This golden oil, fragrant with orange blossoms. For hair, nails and skin likely to become dry under southern sun or northern winds. Non-allergenic. $2.40 ppd., Princess Néroli, 606 S. Dearborn, Chicago.

MIEHLMANN

EVERY NOW AND THEN, Shop Hound reminds its readers about Marguerite Benson, who has made quite a study of the shape of legs and feet, and of ways to improve same. Her system of exercises, called Nastics, is described in her book *Slender Legs Home Method*, $5; which also includes suggestions for foot care. Among her products, our two pets are: Special Skin Oil, pine-y, green, and soothing, $2 plus tax; Foot-Leg Protector, a mentholated white cream to rub in before going out in the cold, $1.50 (no tax). Marguerite Benson, 135 East 58 St.



**Emma Maloof's very special Velvet Party Dress. Handmade (except for seams). Darling front trim of flesh organdy and Valencine lace. Round collar . . . and puffed sleeves with organdy lace peeking through. Full skirt. Blue, black, brown, red, pink. Up to age 6.....$29.75**

***(Write for prices for older children)***

***Allow 10 days for delivery.***
***Mail Orders Carefully Filled***

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**KEEP SLIM AT HOME WITH RELAXING, SOOTHING MASSAGE!**

*For Greatest Benefit in Reducing by Massage*

USE *Electric*

# Spot Reducer

**with or without electricity. Also used as an aid in the relief of pains for which massage is indicated.**



This remarkable new invention uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE. With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. **When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way!** The SPOT REDUCER is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts.

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**10 DAYS FREE IN YOUR OWN HOME**

Mail this coupon with only $1.00 for your SPOT REDUCER on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return SPOT REDUCER for full purchase price refund.

SPOT REDUCER CO., Dept. E-881
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Please send me the SPOT REDUCER for 10 days trial period. I enclose $1.00, upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

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☐ **SAVE POSTAGE**—check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

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**PLAY in 15 Minutes!**



NEW, EXCITING, beautiful bright plaid bagpipe for boys and girls . . . sounds like a Scotch Parade! They'll be so happy they'll dance the Highland Fling. It's so much fun, you will play it too. Made light, but sturdy, the bag is 20" long with large, mahogany wood-toned pipes. Play it within 15 minutes after you receive this magnificent toy made by famous MAGNUS Corp. A hit they'll love. Get one for each child!

EVERY BAGPIPE RUSHED SPECIAL DELIVERY AT OUR EXPENSE TO REACH YOU IN TIME FOR CHRISTMAS GIFT GIVING. ONLY **$5.95 ppd.**

*Send for FREE gift catalog*

**THE SCHAFFER GIFT HOUSE**
**SPRINGFIELD 10, N. J.**



Diamond Merchants Since 1888

14K Gold 17 J. Watch with Cultured Pearls, Diamonds $215; Sapphires $150 . . . Suede Band $59.50. Clean, nice color Cultured Pearl Earrings with Diamonds $65. pr.; Sapphires $52. pr. . . . Pearls only $42. pr. (all 20% Tax inc.)

*Send check, M.O. . . . Money back, of course.*

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**430 MADISON AVE., NEW YORK**

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**For Him and Her**



**CLOSE-UP SPECS**

for those who wish to see clear close by, and look over for clear distance seeing. Frame & case $10.00

**COMPACT FOLDING GLASSES**

that unfold to full size glasses. To carry in your bag or vest pocket. Convenient and practical. Frame & case $18.50

Tortoise Plastique and Ebony Black. Small, medium and large

*Ground to prescription, if desired. Full refund, if not satisfied.*

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# HOUND

## ...Christmas deliveries



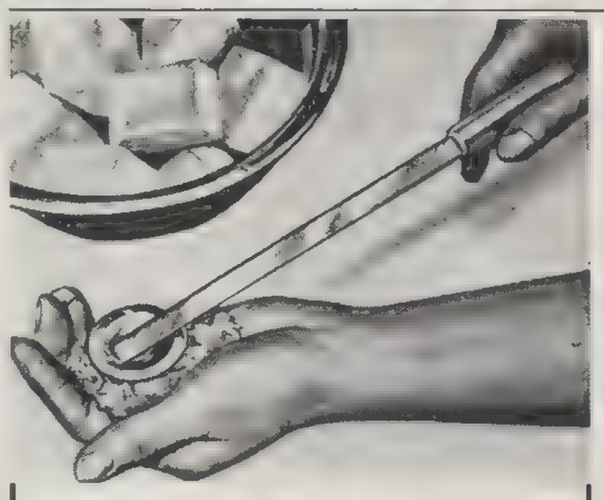
HERE, because it has just arrived from France and we're in a hurry to tell you about it, an enchanting new perfume—called "Shamly." Comes with a lipstick-size dispenser. 2 oz., $11.98 ppd., Jarnac, 15 Park Row, N. Y.

WE'VE HEARD ABOUT another perfume that's new to New York, is French, and a runaway success at Jay Thorpe—a perfume called "Réplique," by Raphael. Hard to define (perhaps that's the secret of its success), but we'd interpret it as having a leafy, rather than floral-y scent, with a note of the Oriental. ½ ounce is $10; 1 ounce, $18; 2 ounces, $30 plus tax.

A YEAR'S ENJOYMENT OF ART—given with a membership subscription to the Metropolitan Museum of Art (General Membership, $10) and/or the Museum of Modern Art (Resident Membership there, $12.50).







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Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the Tap-Icer spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jabbing. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. *Only* $1.00 postpaid. At better gift shops or *immediate delivery from*

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*For* **HOLIDAY GIVING** *and* **YEAR-ROUND FEASTING**

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**CATSKILL MOUNTAIN** *Smoked* **DELICACIES**

Do your Christmas shopping from your easy chair. Select one of the many deliciously "different" Catskill Mountain Smoked Delicacies.

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That perennial favorite, a luscious, taste-teasing, palate-pleasing whole Forst Catskill Mountain Smoked Turkey, cured in rare herbs and spices, then smoke-cooked in air-conditioned smokehouses to golden-brown perfection over fragrant applewood embers. From 8 to 20 lbs., net smoked weight. Price $1.70 a lb.

*Vacuum-Packed*
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Sliced Smoked Turkey, Handi-cut into cubes, and Pate—all ready to eat. Keep without refrigeration until opened.

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**FORST CATSKILL MOUNTAIN *Smoked* HAM**

A mouth-watering treat—sugar-cured and smoked Southern style over aromatic hickory embers according to a generations-old Forst recipe. Ready to eat. Satisfaction guaranteed. Order NOW! 10 to 18 lbs., net smoked weight. Price $1.40 lb.

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***Enchanting***
**Christmas Package**

ALICE MARKS Special Candies, Marlée Chocolats, Jumbo Nuts, Cocktail Biscuits and Fruit Cake. Gaily trimmed with Christmas tree and colored balls. $22.50

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Baskets, Favors, Chests, and unusual Christmas Decorations.

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**Varicose Veins?**
**Leg Cramps?**

A very simple invention called the

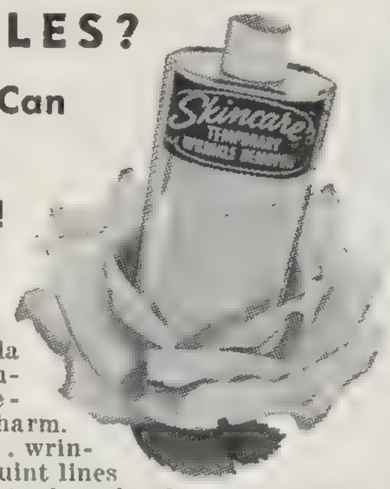
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*On C.O.D., you pay postage & C.O.D. charges*





3 *gay, different ways to give that man a*

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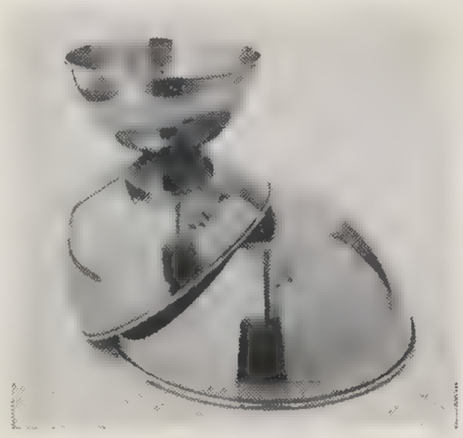
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MIEHLMANN



Diamond jewelry of rare beauty—a matchless tribute to feminine loveliness. Of platinum, fashioned smartly in the renowned Peacock manner. Necklace, $8,040. Earclips, $2,255. Clip brooch, $5,550. Prices include Federal Tax. Shown smaller than actual size. For detail, please write.

For Illinois delivery add 2% State Tax to base price.

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Elegant and distinctive designs, on superb materials. All the renowned handwork of French artisans, in the flawless Bloch Frères manner. At Paris boutiques and fine stores in this country.

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Look for the Normandy Rooster on the Red, White and Blue Label

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**BELLODGIA**

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# VOGUE

DECEMBER, 1951

INCORPORATING
VANITY FAIR

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Vogue incorporating Vanity Fair is published semi-monthly except in December, January, June, and July, when it is published monthly. This will be the only issue in December.

BLUMENFELD



COVER: December hat—and if all the excitement and glitter of the Christmas season could be reduced to a single hat, this is it. A beret that looks chipped out of stars; that is, actually, moonstone beads, at least a thousand of them, each shedding its own lovely light on the face. About $110. Lilly Daché. Also at I. Magnin; Hudson's; Filene's. The diamond earrings and the diamond and sapphire clip (clipped to a jacket by Charles James), from Van Cleef & Arpels. Adding to all the radiance: "Carnelian" lipstick, "Sapphire" eye-shadow, and "Ermine Foundation Lotion," all Gourielli's.

# These fine stores are featuring the significant Gaynes-tailored Marvira suit pictured on the opposite page:



### ALABAMA
Birmingham ..... Blach's
Florence ..... The Vogue
Mobile ..... Kaysers
Opelika ..... Jane Parrott
Selma ..... Tepper Bros.

### ARIZONA
Douglas ..... Nan's
Phoenix ..... Korrick's
Tucson ..... Jacome's
Willcox ..... Katy Lynn
Yuma ..... Goldsmith's

### ARKANSAS
Little Rock ..... Gus Blass

### CALIFORNIA
Alhambra ..... Bragg's
Bakersfield ..... Harry Coffee
Berkeley ..... Roos Bros.
Burbank ..... Burcal
Coronado ..... Lelah Elgin
Eureka ..... The White House
Fresno ..... Bruckners
Glendale ..... Boretz
Hanford ..... Mirviss
Inglewood ..... The Boston Store
Lafayette ..... Hill n' Dale
Livermore ..... Fashion Center
Long Beach ..... Dinel's
Los Angeles ..... Bullock's Westwood
Los Angeles ..... Bullock's Wilshire
Oakland ..... Roos Bros.
Palo Alto ..... Roos Bros.
Pasadena ..... Helen Smith
Pomona ..... Hiatt's
Sacramento ..... Roos Bros.
San Anselmo ..... Sally's
San Bernardino ..... Devenot's
San Diego ..... Lion Clothing Co.
San Francisco ..... Roos Bros.
San Gabriel ..... Doretta's
San Jose ..... Roos Bros.
San Pedro ..... Dean's
Santa Ana ..... Pickwick
Santa Barbara ..... Peningers
Santa Cruz ..... Samuel Leask
Santa Monica ..... Jerry Brills
Santa Rosa ..... W. R. Carithers
Stockton ..... R. C. Hadley
Vallejo ..... W. R. Carithers
Ventura ..... Jack Rose
Watsonville ..... The Fashion
Woodland ..... The Fashion

### COLORADO
Denver ..... Daniels & Fisher
Ft. Collins ..... Jo-Ann
Grand Junction ..... C. C. Anderson
Longmont ..... The French Shop
Pueblo ..... C. C. Anderson

### CONNECTICUT
Bridgeport ..... Town & Country
Greenwich ..... Chancy D'Elia
New Haven ..... Virginia Shop
New London ..... Bernard's
Norwich ..... Trachenberg's
Stamford ..... Moltasch
Waterbury ..... Jones Morgan

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Garfinckel's

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Dover ..... Emanuels
Wilmington ..... Braunsteins

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Ft. Lauderdale ..... Long & Field
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Tampa ..... Maas Bros.
St. Augustine ..... Akras
St. Petersburg ..... Maas Bros.

### GEORGIA
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Augusta ..... Frank Goldberg
Columbus ..... Kayser Lilienthal
Cuthbert ..... Sawyer Shop
Dublin ..... Stephens
Rome ..... Miller Bros.
Savannah ..... Levy's
Valdosta ..... C. Whittington

### IDAHO
Boise ..... C. C. Anderson
Idaho Falls ..... Mademoiselle
Lewiston ..... C. C. Anderson
Twin Falls ..... The Vogue Shop

### ILLINOIS
Aurora ..... Alshulers
Chicago ..... Bonwit Teller
Danville ..... Colony Shop
Decatur ..... Fields
Evanston ..... Edger A. Stevens
Kankakee ..... Lecour's
Mt. Vernon ..... Alberts
Peoria ..... Schradski
Rockford ..... Castranovo's
Springfield ..... Myers
Waukegan ..... Hein's

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Elkhart ..... Stephenson's
Indianapolis ..... Wm. H. Block
Muncie ..... Ball Stores
South Bend ..... Max Adler
Terre Haute ..... Jame Wolf Co.
Vincennes ..... Josephs

### IOWA
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Ft. Dodge ..... Colonial Shop
Muscatine ..... McColm Co.
Sioux City ..... Younker Bros.
Waterloo ..... James Black

### KANSAS
Coffeyville ..... Edward's
Ft. Scott ..... The Vogue
Wichita ..... Woolf Bros.

### KENTUCKY
Ashland ..... Rose Anne Shop
Lexington ..... Wolf-Wile Co.
Louisville ..... Byck Bros.
Middlesboro ..... Verran
Paducah ..... Town Shop

### LOUISIANA
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Baton Rouge ..... Tots & Teens
Lake Charles ..... Muller Co.
Morgan City ..... Selma's
New Orleans ..... Kreeger
Springhill ..... Fashion Shop

### MAINE
Bangor ..... Freese
Portland ..... A. H. Benoit
Waterville ..... Squire's

### MARYLAND
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Baltimore ..... O'Neil's
Bethesda ..... Jean Matou
Cambridge ..... Richardsons
Cumberland ..... Lazarus
Lexington Park ..... Smart Wear

### MASSACHUSETTS
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Brookline ..... Lees
Fall River ..... Cherry & Webb
Holyoke ..... E. O'Connor
Lawrence ..... Cherry & Webb
Lowell ..... Bon Marche
Lynn ..... Ansel Kraft
Malden ..... Joslin's
New Bedford ..... Lloyd's
Northampton ..... Alberts
Worcester ..... Ulian's

### MICHIGAN
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Ann Arbor ..... Mademoiselle Shop
Battle Creek ..... Klein's
Bay City ..... Mary K Dress
Clare ..... Wm. H. Bicknell
Detroit ..... J. L. Hudson
Flint ..... Ruth Davy Shop
Grand Rapids ..... Herpolsheimers
Jackson ..... Fields
Kalamazoo ..... La Paull's
Midland ..... The Mode Shop
Muskegon ..... Herpolsheimers
Pontiac ..... Waites
Saginaw ..... Kathleen Burns

### MINNESOTA
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Mankato ..... Pierce
Minneapolis ..... Harold's
St. Paul ..... Golden Rule

### MISSISSIPPI
Brookhaven ..... Luties
Laurel ..... Henry Ginsburg
Vicksburg ..... Bernies
Winona ..... Schneiders

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Clayton ..... Elsa Brady
Kansas City ..... Woolf Bros.
Kirksville ..... Ashell's
Sedalia ..... Flower D. G. Co.
Sikeston ..... Buckner Ragsdale
Springfield ..... Heer's
St. Joseph ..... Bryan Rhodes
St. Louis ..... Boyd's

### MONTANA
Great Falls ..... Paris Co.
Havre ..... La Mode

### NEBRASKA
Lincoln ..... Hovland Swanson
Omaha ..... Fred & Clark Haas

### NEVADA
Las Vegas ..... Fanny's

### NEW HAMPSHIRE
Keene ..... Carolyns

### NEW JERSEY
Atlantic City ..... Homberger's
Bayonne ..... Mademoiselle Shop
Hackensack ..... Murry's
Jersey City ..... Dorinsons
Montclair ..... Frederick's
Morristown ..... Barbizon
Newark ..... Hahne
Passaic ..... Etta's
Paterson ..... Fashion
Perth Amboy ..... S. Fine
Plainfield ..... Arthur Morton
Princeton ..... Clothes Line
Rutherford ..... Town & Tweed
Summit ..... Miss Nellie
Trenton ..... Daly's

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Clovis ..... A. W. Hinkel Co.
Roswell ..... A. W. Hinkel Co.
Sante Fe ..... A. W. Hinkel Co.

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Elmira ..... Hazel Murphy
Fulton ..... M. J. McDonald
Glens Falls ..... Erlanger's
Hamburg ..... Wright Stevenson
Jamaica ..... B. Gertz
Jamestown ..... La Mode
Lockport ..... Flora E. Hatch
Middletown ..... L. Stern
New York City ..... Bonwit Teller
Oswego ..... M. J. McDonald
Poughkeepsie ..... Luckey Platt
Rochester ..... Sibley Lindsay & Curr
Syracuse ..... Flah's
Troy ..... Peoples Store
Watertown ..... M. J. McDonald
White Plains ..... Sophie Brantman
Yonkers ..... Carousel Shop

### NORTH CAROLINA
Asheville ..... Bon Marche
Charlotte ..... J. B. Ivey
Fayetteville ..... Town Shop
Goldsboro ..... Hub Dept. Store
Greensboro ..... Meyer's Co.
Hickory ..... Gaynells
High Point ..... Tobias
Morganton ..... Lazarus Bros.
Raleigh ..... Burton's
Rocky Mt. ..... Daniel's
Wilmington ..... Wonder Shop
Winston Salem ..... Ideal D. G. Co.

### NORTH DAKOTA
Bismarck ..... Rose Shop
Dickinson ..... Helen's
Fargo ..... Rose Shop
Minot ..... Taubes

### OHIO
Akron ..... Polsky Co.
Athens ..... Foster's
Cincinnati ..... Mabley & Carew
Cleveland ..... Bonwit Teller
Cleveland Heights ..... Anne Polshek
Columbus ..... Morehouse Fashion
Dayton ..... Rike Kumler
Findlay ..... Simons
Hamilton ..... Robinson Schwenn
Lima ..... Jocele's
Newark ..... Wm. M. Sergeant
Painesville ..... Jeanette Julyan
Steubenville ..... Hal Lewis
Toledo ..... Palman's

### OKLAHOMA
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Altus ..... Chicago Store
Ardmore ..... Jean Lee
Bartlesville ..... Koppel's
Duncan ..... Abbies
Enid ..... Grays
Guthrie ..... Powell's
Guymon ..... Esther's
Hollis ..... Town & Country
Lawton ..... Scott's
Shawnee ..... The Vogue
Tulsa ..... Seidenbachs

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Coos Bay ..... The Hub
Eugene ..... Hadley's
Pendleton ..... C. C. Anderson
Portland ..... Meier & Frank
Roseburg ..... Mabel Lewis
Salem ..... Schlesinger Co.

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Altoona ..... Brett's
Bellefonte ..... Katz Store
Bethlehem ..... Ritzi Fashions
Butler ..... Troutman
Carbondale ..... Globe Fashion
Chester ..... Town Shop
Connellsville ..... Troutman
Du Bois ..... Troutman
Easton ..... Laubach
Gettysburg ..... Ana Bierer
Greensburg ..... Pross Co.
Harrisburg ..... Pomeroy's
Indiana ..... Troutman's
Johnstown ..... Brett's
Kittanning ..... Gruskins
Lancaster ..... Hertzler's
Latrobe ..... Reed's
Lebanon ..... Samler's
New Castle ..... The New Castle Store
New Kensington ..... Silverman's
Norristown ..... Feder's
Philadelphia Strawbridge & Clothier
Pittsburgh ..... Joseph Horne Co.
Punxatawney ..... George Fashions
Reading ..... Pomeroy's
Scranton ..... Blum Bros.
Warren ..... Metzger Wright
Washington ..... Hal Lewis
Westchester ..... Joel Weiss
Wilkensburg ..... Forecast Fashions
Wilkes Barre ..... Pomeroy's

### RHODE ISLAND
Providence ..... Gladding's
Westerly ..... The Heather House
West Warwick ..... Maxines'

### SOUTH CAROLINA
Anderson ..... The Vogue
Charleston ..... Snelgroves
Columbia ..... Capaniss Co.
Darlington ..... Coggeshall Co.
Florence ..... Agnes Boney
Georgetown ..... The Frock Shop
Greenville ..... Kayser Long
Kingstree ..... Silverman's
Spartanburg ..... Boyd's
Sumter ..... Schwartz
Union ..... Greggory

### SOUTH DAKOTA
Sioux Falls ..... Benson Pierce

### TENNESSEE
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Kingsport ..... J. Fred Johnson
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Memphis ..... Woolf Bros.
Nashville ..... Ruby English
Oakridge ..... Loveman's
Pulaski ..... Gil-T-May
Union City ..... Merry Lee

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Alice ..... Hughetts Cameo Shop
Amarillo ..... Kuykendall's
Austin ..... Goodfriends
Beaumont ..... White House D. G. Co.
Bryan ..... W. S. D. Clothiers
Corpus Christi ..... Perkins Bros.
Crockett ..... Polk's, Inc.
Dallas ..... A. Harris & Co.
Dinion ..... H. M. Russells
El Paso ..... Popular D. G. Co.
Ft. Worth ..... Meacham's
Houston ..... Sakowitz
Lubbock ..... Cobb's
Midland ..... Hinkel's
Odessa ..... Model Shop
Orange ..... Velma's
San Antonio ..... Joske's
Tyler ..... Mayer & Schmidt
Victoria ..... Dunlap's
Wichita Falls ..... Parisian

### UTAH
Ogden ..... C. C. Anderson
Salt Lake City ..... L. R. Samuels

### VIRGINIA
Alexandria ..... Lady Lois
Charlottesville ..... Style Shop
Danville ..... Frances Kahn
Harrisonburg ..... Quality Shop
Lynchburg ..... Guggenheimers
Newport News ..... Hanna's
Norfolk ..... Milady's Shop
Norton ..... Cohen's Dept. Store
Petersburg ..... Globe Dept. Store
Portsmouth ..... Glazer's
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Roanoke ..... Lazarus
Staunton ..... Schwarzchilds
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Winchester ..... Modernage

### WASHINGTON
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Ephrata ..... Barnes Shop
Everett ..... Bon Marche
Longview ..... The Town Shop
Mt. Vernon ..... Tabor's
Northgate ..... Bon Marche
Richland ..... C. C. Anderson
Seattle ..... Best's Apparel
Spokane ..... Bon Marche
Tacoma ..... Fishers
Walla Walla ..... A. M. Jensen
Wenatchee ..... Fashion Shop
Yakima ..... Barnes-Wooden

### WEST VIRGINIA
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Charleston ..... Coyle & Richardson
Clarksburg ..... Broida's
Fairmont ..... Jones, Inc.
Huntington ..... Kurzman's
Logan ..... Perry's
Morgantown ..... Price & Co.
Parkersburg ..... Broida's

### WISCONSIN
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Madison ..... Simpson Co.

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Sheridan ..... Patio Shop

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JOHN-FREDERICS HAT

*See adjoining page for other fine shops.*

**Registration applied for.*

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*in Shantung weave* . . .*
*frankly feminine,*
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Negligee to tie close or wear with drifting-cloud drama, $29.95. Matching nightgown with Carter's new-moon neckline, $16.95. Sizes 32 to 38. Mauve pink, blue orchid, white . . . **all** starred with gold. At good shops. For nearest store, write The William Carter Co., Needham Heights, Mass.




Germaine Monteil

# VOGUE'S EYE VIEW OF THE MOST IMPORTANT MAN ON YOUR CHRISTMAS LIST

Name: **UNKNOWN**

Address: **KOREA**

What to give: **YOUR BLOOD★**

★Any adult woman (21-59 inclusive) in good health is eligible; Red Cross physicians will check your blood pressure, hemoglobin, et cetera, at the time of your appointment. Remember: Giving blood is a completely painless procedure; takes, at most, an hour of your time. Remember: The blood you do give (one pint) is replenished by your system in very short order. Remember: This isn't a Christmas gift—it's a thank-you gift.



# WHITE GLOVE SEASON

It's more than a season, this year—it's the glove fashion—
white gloves, every length. This, a new wave of them.
The pearly-white glove is a fashion that goes through
all other fashions; it's a cosmetic no matter how far the hand
is held from the face: it's a luxury, admitted, and loved
as such; and now it is a part of a whole new clamour for white
at night. Another part: the polished white hat,
a little solitaire of satin, worn straight
and very like a coronet. All the hats, by Chanda,
at Lord & Taylor: Carson Pirie Scott: Neiman-Marcus.
All the gloves by André David: the first is of glacé cabretta;
the second, glacé kidskin; the third is white pigskin.
All at Bloomingdale's and Neiman-Marcus.
Four bracelets, blazing with diamonds, by Harry Winston.
A white fox stole, long enough for three; by Henry Greenhut.



BLUMENFELD



# AT THE NEW YORK PARTIES



Mrs. Edward Patterson, Mrs. R. Thornton Wilson, junior

This season almost every big party in New York is a party for charity. At one ball, for the Soldiers', Sailors' and Airmen's Club, pretty models wearing racing silks ran a wooden horse race. At the dance for the Tolstoy Foundation, pretty guests wore dresses and jewels in the spirit of Anna Karenina. At the ball for the Boys' Club of New York, the boys' glee club sang "East Side, West Side" and "Mister and Mississippi" (and whistled at Elizabeth Taylor). The parties are hardly local; guests from California, Europe, and South America make up a good slice of the gatherings. Everybody feels like dancing, particularly to sambas, waltzes, polkas, and to the songs of the 'twenties. "Button Up Your Overcoat," "Bye-bye Blackbird," and "Of Thee I Sing" turn up again and again. The present pet at each party is the new tune from the French Riviera, "Domino." New Yorkers dance for the benefit of everything from A.S.P.C.A. to the American National Theatre and Academy, but the most successful, financially, clearing over $36,500 for the New York City Cancer Committee, has been the Bergdorf Goodman Golden Anniversary Ball for which the steps of The Plaza were snowed with golden glitter.



Mrs. Thomas Hitchcock, Mrs. Frederick B. Payne

At the other end of the balance from the charity balls, the private dances are small, almost cosy, almost family-size, and women dress for them as formally as for the largest ball. Most women dance this year in strapless dresses, a good many having great net or satin stoles to fold around them. Most women choose wide floor-length skirts, with a very few elegant women preferring ankle-length dresses, formally cut and detailed. The rooms are filled with pale satins, light colours often shot with *(Continued on page 181)*

Mrs. Brooks Howe and Mrs. Mellon Bruce on the steps of The Plaza

HAAS

At the big benefit parties
everyone danced to "Domino,"
new import from France, and,
with nostalgia, to "Bye-bye Blackbird."
*On the opposite page:* Mrs. Philip Isles
with William FitzRandolph Ballard.
*On this page:* Miss Mary Sinclair,
one of television's busiest and prettiest stars.



Mrs. Edward Patterson



Mrs. David W. Devens, Ogden White, Mrs. Ethan A. Hitchcock



Mrs. Winston F. C. Guest



Mme. Enrique Quintana



Mrs. Julien Chaqueneau and
Dr. E. Cooper Pierson



Mrs. Stanley M. Rumbough, junior, and
William Woodward, junior



Lady Milford Haven and Prince Djordjadze



Miss Elizabeth Taylor, Frank Farrell,
Anthony A. Bliss (standing)



Mrs. Laurance S. Rockefeller and
Leonard Outhwaite



Mr. and Mrs.
L. Philip Ewald III.



Mrs. Cornelius
Vanderbilt Whitney and
Colonel Serge Obolensky



Miss Catherine Hannon.
wearing a floor-length,
bare-shoulder dress—
the fashion most women
chose for big parties
this season.
Hers, narrow pale brocade
with a wide satin stole.

DE MORGOLI

VOGUE, DECEMBER, 1951





## MAINBOCHER THIS WINTER

His best dinner dress (opposite)
is wool jersey, and flag blue,
with an Alaska sealskin jacket—
Mainbocher's favourite fabric is fur—
and, at the bosom, a bank
of velvet flowers like that at the knee.
His best evening dress (right)
is Edwardian—is black-lace-on-lace,
is hemmed with tulle,
is that party dress that tells
only good things about a woman, her
little waist, her white shoulders,
the lovely way she holds herself and walks.

HORST

# BREAK-THE-BANK PRESENTS



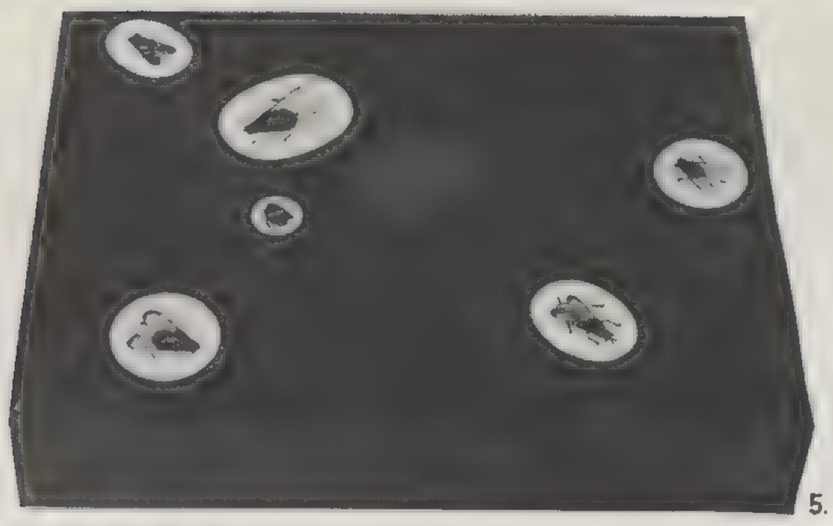
1—2



3



4



5.

This is Vogue's Break-the-Bank program for Christmas. No point in pussyfooting around the point: these are expensive presents; are tangible hints to Mr. $$$$$$$.
**1.** "*Just* my brand, too!" A gold cigarette box, with an all-over design of hand-carved feathers. A treasure of craftsmanship, designed by Verdura, it's $1,500.
**2.** "Whatever could be in *this* one?" Dark brown suède gloves, whipstitched by hand, the cuffs of flat black fur. By Fira Krasotkin, $45; at Hattie Carnegie.
**3.** "You *shouldn't* have—" A dressing set, utterly simple in design, but utterly 14 carat gold. To be bought by pieces, or, you only live once, $2,249 a set. Tiffany.
**4.** "For little old *me?*" and 199 other women. That's all there'll be of a superb new fragrance, in this package. It's Lucien Lelong's "Édition Limitée"; $132. At Bergdorf Goodman; Neiman-Marcus; I. Magnin.
**5.** "How ever did you *guess?*" A cigarette box of black Belgian marble, inlaid with miniature mosaics of flies. By Montici, $150; The House of Italian Handicrafts.
*Opposite:* "Oh I was *hoping*—" for a non-routine fur. Of black and white civet cat, lined with any colour of taffeta you like. And a huge bolster muff. The short, back-flared coat, $225; muff, $150; Harold J. Rubin.

ALL PRICES
INCLUDE TAX

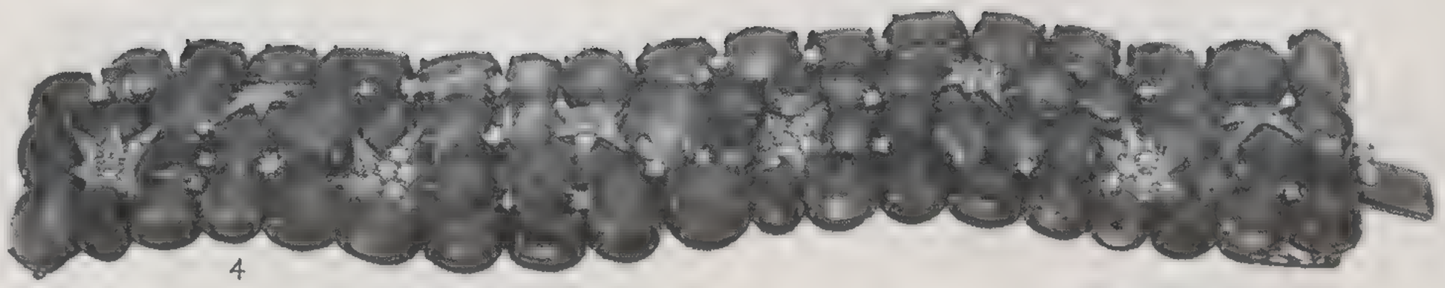
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1–2



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4



5

More presents for a man to give—if he is also willing and able to take the blindfold test, re price-tag. **1.** These flowers will last. They're rings. Twin-cut cabochon stones, an emerald, a sapphire, set in diamond and platinum petals. $2,800. Schlumberger. **2.** She saw it in Vogue (December, 1951). Gold bracelet, of bull's nose rings. By Schlumberger, $725. **3.** Carats and carats of diamonds and rubies, fashioned into a collar. The pendant: crystal-cut diamonds. At Harry Winston, $175,000—but tax inc.! **4.** A bracelet and a domed pin of Ceylon sapphires, studded with diamonds. Bracelet, $7,500. Pin, $3,500. Ear clips (opposite page), $1,700. Verdura. **5.** A necklace of Ceylon sapphire ovals, set between diamonds; just somebody's size. $12,500. Verdura. *Opposite:* Magnificent loopings of Russian Crown sables, their fragility a fraud—as they wear and wear. Muff, $2,500; wrap, $4,500; by Maximilian; also at Holt, Renfrew of Canada. The pearls are five individual strands of subtly matched and graded cultured pearls; are all from the Heller Collection; priced from $600 to $3,600. Collection at De Pinna.

ALL PRICES
INCLUDE TAX



HORST



2

A little collection of clocks and watches to give. Some to wear around the clock—some with hours assigned to them.

**1.** A gold watch on a black suède strap. By Lucien Piccard, $138*; Bonwit Teller.

**2.** A lapel watch, a tiny clock, of cultured pearls and sapphires, with a mother-of-pearl face. By Lucien Piccard, $280*; Saks Fifth Avenue.

**3.** Calendar watch: calfskin band, by Bulova, $71.50*. Henry K. Tourneau.

1

3

**PRESENTS: READING CLOCKWISE**

4

**4.** Gold-filled expansion band by Gemex, $15*.

**5.** Dustproof, waterproof, shockproof watch for a woman. Chrome face: calfskin band. By Croton, $30*; Lord & Taylor.

**6.** For someone with not a second to waste reading cryptic numbers, this railroad man's watch. A woman could carry it in a pocketbook, wear it on a belt. By Hamilton. $71.50*; Altman.

**7.** A delicate gold bracelet watch. could be a star among a number of other bracelets. By Movado, $335*; Cartier.

6

7

5

8 and 9. For a man or a woman, watches alike except for size. Both are gold, have black suede bands. The bigger watch has gold hands, gold markers, is $175*. The smaller watch has gold hands, is $150*. Both by Cyma; Henry K. Tourneau.

**10.** A good book to give a traveller. Titled: *The Book of Hours*, on a red calfskin cover. Opens up and inside is a little watch. The whole thing, pocketbook-size. By Juvenia, $71.50*; Alfred Dunhill.

**11.** For someone who doesn't like a too constant reminder of the time in the evening, a watch set in a diverting bracelet of massed multicoloured semi-precious stones. By Lucien Piccard, $310*; Marchal Jewelers.

**12.** A delicate watch set in the centre of two small diamond-and-sapphire stars. The band of little white-gold coins. By Concord, $410*; Black, Starr & Gorham.

**13.** Time flies—drives, sails, can go everywhere a traveller goes. The watch is part of a St. Christopher medal, which opens with a little spring hidden in the rim. Of yellow gold, by Movado, $320*; Tiffany.

**14.** A gold watch as big and round as a marble. It hinges open, the dial is inside. By Watches of Switzerland, $95*; Jean Louis Roehrich.

**15.** Little travel clock, covered with rust calfskin. By Otto Grun, $37.50*; Bonwit Teller.

**16.** A man's watch of gold and sterling silver, with an alligator strap. By Hamilton, $200*; Lord & Taylor.

*TAX INCLUDED

BLUMENFELD

# THE DÉBUTANTES ARE COMING HOME FROM SCHOOL

At Vassar, Radcliffe, Sarah Lawrence, Smith, at schools east and west and north and south, books are closing and suitcases are opening—the débutantes are coming home from school, the already-débutantes and the now-to-be. This is their season, the Christmas season, when parties are thick as snow on every calendar, when every room seems full of tulle and satin and perfume, when the music seems always to be playing and the flowers always to be coming, and the bells on doors and telephones and elevators never to stop ringing. This is their season because school is their life—and school is out at Christmas. Today, to a débutante, a début is one pleasant stage in a very full young year, a year full of study, clubs (day, not night), and summer jobs. Today a débutante is the product not of a finishing school but of a beginning one—if she's not already in college or a career, she's preparing for one or for both. Here and on the following four pages, Vogue's portraits of nine débutantes who are coming home from school for the Christmas parties—and going back afterwards.

**MISS FERN TAILER** who'll be home from Sarah Lawrence
for the Christmas parties; Miss Tailer, the daughter of
Mrs. Stanley Martineau of Oyster Bay, Long Island,
and T. Suffern Tailer, made her début this past September
at a wonderful all-generations party given for her
by her grandmother, Mrs. George F. Baker.
Her dress of salmon pink net whirled with gray and salmon horsehair
is a copy of a Griffe—from Henri Bendel—and a heavenly
thing with her deep auburn hair and porcelain skin.

RUTLEDGE



*Facing page:* Miss Diana Hitt, an ardent student of the theatre and of writing, is the daughter of Mrs. Winthrop S. Emmet of New York and Robert R. Hitt, and the great-granddaughter of Poultney Bigelow. She will make her début during her Christmas holiday from Sarah Lawrence. Another party on her list—the Débutante Cotillion, to be sponsored by Kayser on December 21. Here, Miss Hitt wears the two-piece Kayser gloves (armlet and mitt) which all the débutantes will wear that evening. Her white faille and net dress, Saks Fifth Avenue.
*Above, right:* Miss Eugénie Sigourney Thayer, the daughter of Mrs. Sigourney Thayer, the Washington journalist, and the late Mr. Thayer. Miss Thayer came out at the Débutante Ball in Boston last June, spent the summer touring the Near East with her mother, is now at Barnard working towards a history major. Her dress—white satin and black velvet—from De Pinna.
*Directly right:* Miss Mary Stevens Fenwick, who will make her début at the Débutante Assemblies at the Waldorf on New Year's Day. After that—back to Radcliffe. Miss Fenwick is the daughter of Mrs. Hammond Fenwick of Bernardsville, New Jersey, and Hugh McLeod Fenwick, and the granddaughter of Ogden Hammond, former American Ambassador to Spain. Her dress, misty blue silk taffeta, from Bonwit Teller.
*Below:* Miss Cornelia Lee Clark, in pale blue satin. Miss Clark is the oldest of six children of Mr. and Mrs. Forrester Andrew Clark of South Hamilton, Massachusetts, where she made her début last June after a brilliant scholastic career at Garrison Forest School. Now she is a Radcliffe freshman. The dress, Bonwit Teller.



MISS EUGÉNIE SIGOURNEY THAYER

MISS MARY STEVENS FENWICK





MISS DIANA HITT

MISS CORNELIA LEE CLARK

*Facing page:* Miss Lisa Turnure, due home this month from Vassar, where she is majoring in French, to make her New York début. Miss Turnure is the daughter of Mr. and Mrs. David Arthur Turnure of Lakeville, Connecticut; her paternal grandfather, the late Arthur B. Turnure, was the founder and first publisher of Vogue. Her dress, of white net and pink sequin snowflakes, Bergdorf Goodman.

*This page, right:* Miss Susan Soto-Hall, a Finch Junior College student, one of the débutantes who'll dance at San Francisco's Cotillion Ball this Christmas. She is the daughter of Dr. and Mrs. Ralph Soto-Hall of that city. Her mink-coloured Celanese acetate taffeta dress, cut short for little evenings, is from Best's.

*Lower left:* The Misses McBride—Edith (foreground) and Jean—as they might look at a "don't dress" dinner during their Christmas vacation from Vassar. The daughters of Mr. and Mrs. W. Paul McBride of Lake Forest, Illinois, they made their double début there last July. Miss Jean McBride's dress is furred pink chiffon; her sister's, furred pink satin. Both, Altman.



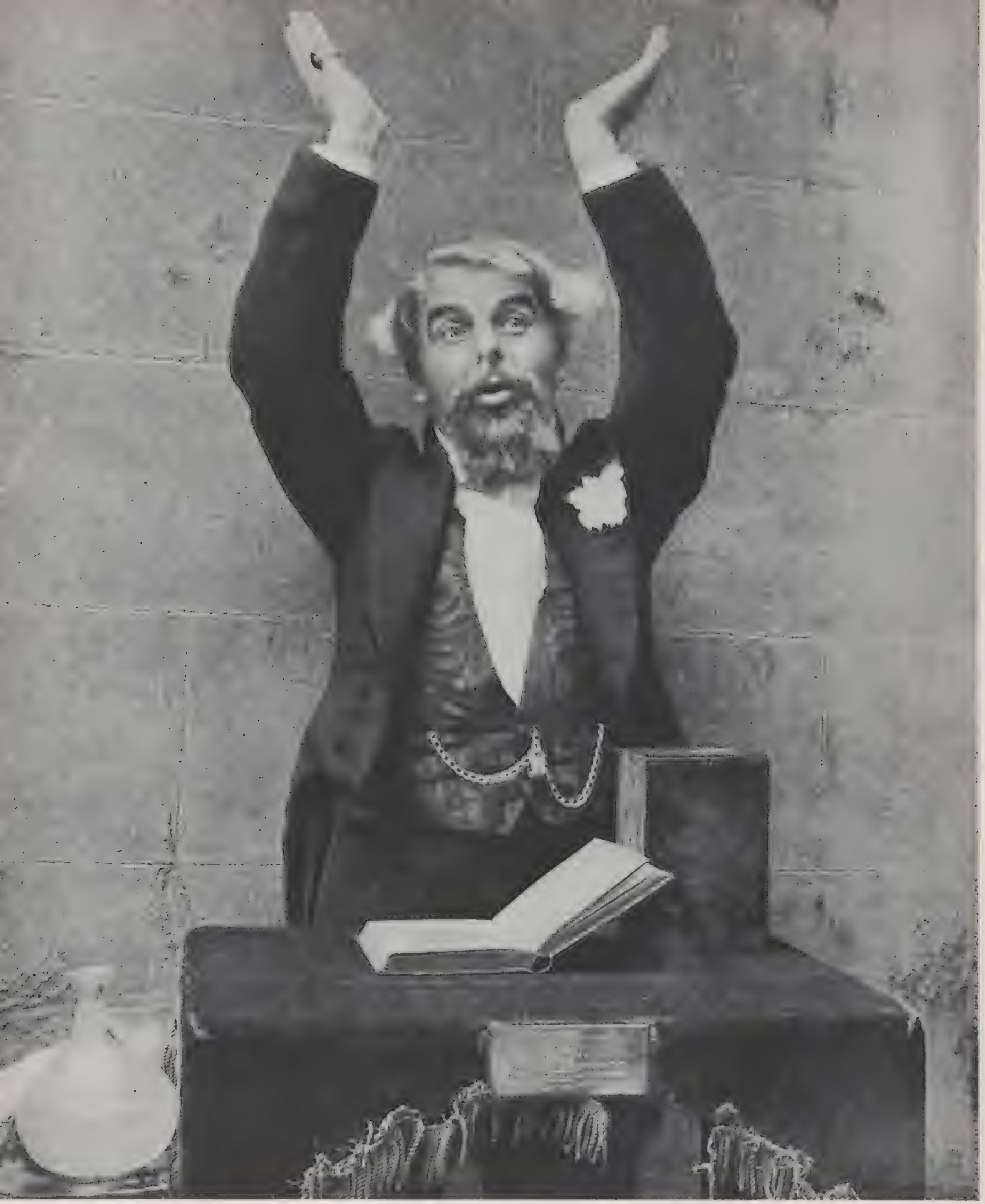
MISS SUSAN SOTO-HALL



THE MISSES EDITH AND JEAN McBRIDE

MISS LISA TURNURE





NORMAN PARKINSON

**EMLYN WILLIAMS AS CHARLES DICKENS, READING FROM "OUR MUTUAL FRIEND."**

Here, gesturing as Mr. Podsnap's epergne, "*a corpulent straddling epergne. . . .*"

# PEOPLE ARE TALKING ABOUT . . .

PEOPLE ARE TALKING ABOUT . . . The swing, politically, to a liberal conservatism, with innumerable voters wanting statesmen to know what to conserve and what to throw away. . . . *Two Cheers for Democracy*, by E. M. Forster, whose book is like spending an amusing, touching week end with a delightful man, opinionated, mocking, wise, erudite, and orderly. . . . The big ball, always one of the season's best, with a miraculous number of pretty women, given by Ballet Associates, this year to be on December 5. . . . The seventy-five-year-old *Joe King's G.A.*, a restaurant still the beloved of vacationing boarding-school youngsters and college freshmen. . . . The whopping gaiety of Jo Stafford singing the new "Shrimp Boats Is A-Comin'." . . . Joe Louis' explanation of his defeat, "I got hit."

PEOPLE ARE TALKING ABOUT . . . The revitalization of Red Skelton's scurried but easy TV show on Sunday evenings when he shies out such wrinkled lines as "Gee, I thought this coffee was weak, but it's helpless." . . . The arriving play, *Point of No Return*, with Henry Fonda. . . . The deepened feeling in the Tamayo paintings, now at the Knoedler Galleries. . . . The six-month advance sale in London for Mary Martin in *South Pacific*. . . . The enthusiasm in Paris for the "Fauves" painters, especially Vlaminck, now seventy-five years old.

PEOPLE ARE TALKING ABOUT . . . The movie, *The Red Badge of Courage*. . . . The superb quality of the record, "Lotte Lehmann's Farewell Recital." . . . The superb Phil Silvers, giving a virtuoso performance, in the new musical comedy, *Top Banana*, so funny and adroit that it doesn't matter that the show is hideous and the music so minor that it seems almost scoreless. . . . *The Forrestal Diaries*, with their unemotional picture of the intricate, interlocking pressures and high-minded friction which result in important policy decisions; the entry October 6, 1947, in which Forrestal, mentioning a conversation with President Truman, wrote: "With regard to Eisenhower's presidential flirtation, he [the President] said he had been amused to have Ike tell him upon his return from Japan that he thought the President would have to face the prospect of MacArthur's returning here in the spring to launch a campaign for himself; on the other hand, another visitor to MacArthur had returned the message from MacArthur warning the President that Eisenhower would be a candidate for the presidency!"

**READING ALOUD, NEW RETURN FOR AN OLD ART** *opposite page*

Emlyn Williams, as Charles Dickens, recently read from Charles Dickens' works, giving, in England, an almost facsimile performance of the most hysterically successful public readings of the nineteenth century, when reading aloud had its heyday. (He may do these readings in the United States next spring.) Standing at Dickens' own small reading desk, Williams, made up with the well-known silky beard and artfully disarranged hair, dressed in character right down to the watch chain (Dickens was neat to the edge of foppishness). Williams, the actor, is the author of *The Corn Is Green* and *Night Must Fall*. Dickens, the author, was an actor with a big amateur reputation; a stagehand once said to him, "It's a universal observation in the profession, Sir, that it was a great loss to the public when you took to writing books." He first read aloud, privately, to a group of friends—with such effect that Macready, the great star of the London theatre, was "undisguisedly sobbing and crying on the sofa." In 1858, Dickens turned public reader, continued almost to his death in 1870, snowballing for himself such a reputation that when he came to Boston in 1867, men (and even three women) stood in line all night to see him. Enjoying nothing better than to play at being someone else, he threw himself into his readings with a passion that was awesome, exhausting, and sometimes exaggerated. Near the end of his life, when Dickens was almost too ill to be on the stage, his reading of Bill Sikes and Nancy in the murder scene in *Oliver Twist* raised his pulse to 118.

A strong, beautiful book, with the unique richness of 195 color photographs, has just been brought out by the publishers of Vogue. *The Art and Technique of Color Photography* is a simple, arresting, specific, and subtle book in which 17 photographers on the staffs of Vogue, *House & Garden* and *Glamour* record the taste of the past decade in portraits of the famous, in fashions, in travel, in interiors, and in experimental abstractions. Each photographer has explained his private emotions, his theories on color photography, some of them differing as much as experts on an unrehearsed radio political panel. Each photographer has revealed his technical facts of camera, film, lens, light, and exposure. In her introduction Aline B. Louchheim wrote that after sixteen years "Color photography is already liberated from dependence on other arts and has evolved its own standards of excellence," adding "With what voluptuous and rapturous delight the heart responds to color." This book is her proof. It is all for the enjoyment of the glory of color. For the more technically minded, it is a book for experts who want to see how other experts are doing; for the less technically minded, it is fun. And a good Christmas present.

**Details from 11 of the 195 color plates,** *opposite:* "The fragment is king," wrote André Malraux in his recent great art books, *The Psychology of Art,* elaborating on the effectiveness of the art of photography whereby "a fragment or detail can be made to disclose its full significance and thus become in reproduction a not unworthy denizen of our Imaginary Museum." That is true of the best of color photographs. These details here, from *The Art and Technique of Color Photography,* show the quality of the complete photographs inside the book. They illustrate, in addition, the reciprocal relations between painting and photography. As Miss Louchheim points out: "Penn's still-life, his kitchen scene, and his girl in the bath tub are creative variations on the Peales, Chardin, and Ingres, perceptively transformed into color photographs. Coffin's modern odalisque is an imaginative homage to Matisse. Color can serve not only to delight the eye but also to establish a mood—thus, the nightmare horror of Mili's *The Consul,* the shrill pinks and vermilions that give princely splendour to Joffé's views of India." The blue tones of Beaton's girl with a parasol have a feeling of Mary Cassatt; Blumenfeld makes the implausible plausible with his juxtaposition of a living girl and a mummy; Matter presents his occasional surrealism; Horst produces color brilliance in his figure in color planes. The result of all this is, "as Oscar Wilde so neatly put it, 'Nature imitates art!'" and therefore "We see the world in its image and through its spectrum." To the end effect that, as someone recently said: "I find myself dreaming in Technicolor now."

**A NEW CONDÉ NAST BOOK:**

# THE ART AND TECHNIQUE OF COLOR PHOTOGRAPHY

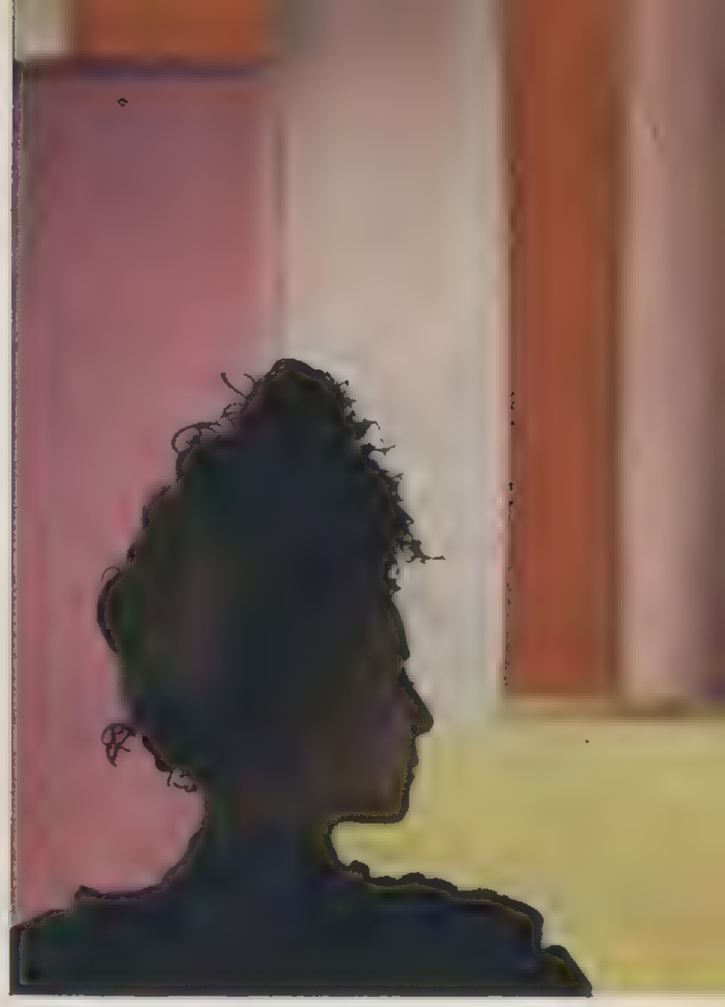
**A DOCUMENT OF A DECADE'S TASTE**



PENN



MILI



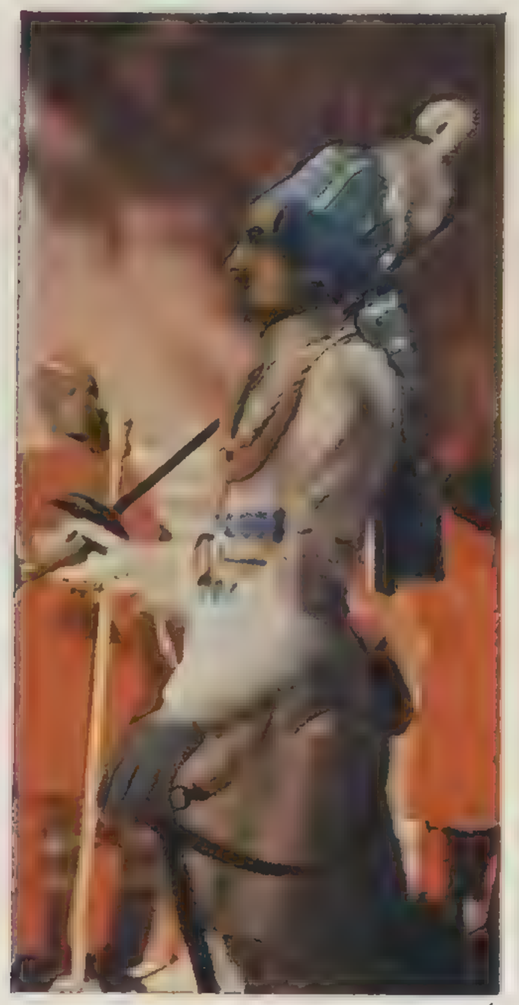
HORST



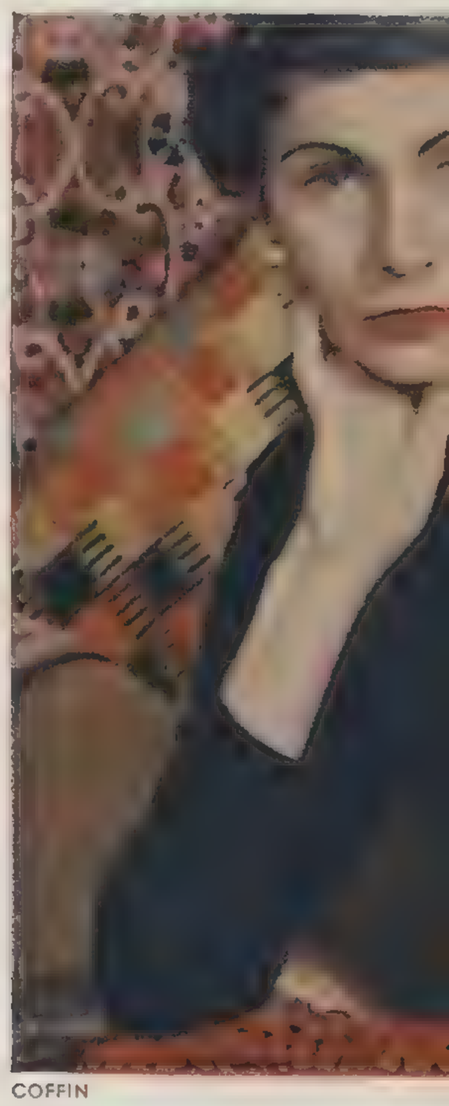
PENN



PENN



JOFFÉ



COFFIN



MATTER



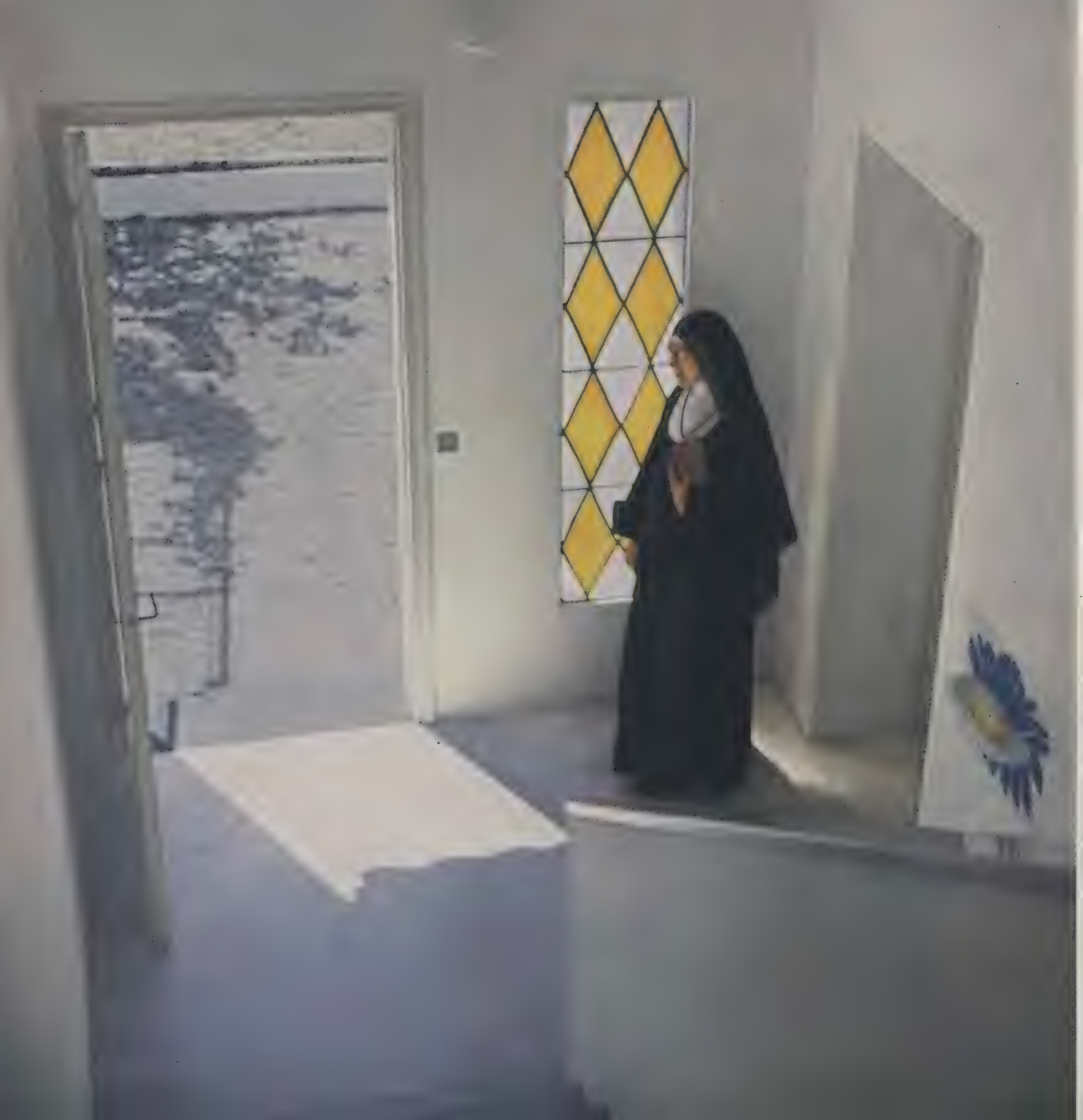
BLUMENFELD



RUTLEDGE

BEATON





# "CHURCH FULL OF JOY"

*Henri Matisse's masterpiece, the crown and flower of his life work, the Dominican Chapel of the Rosary at Vence, designed by him to the last detail—from stained-glass to candlesticks. Shown, here, for the first time in colour.*

## *By the Reverend Father Couturier*

About ten years ago, when Matisse was very ill, he was nursed by a young woman whose intelligence and kindness were, he said, extreme. A few years later, a letter from her announced that she was entering a convent. A short time passed. Then one day some Dominican nursing sisters settled in Vence, and among them was the one who was henceforth to be "Sister Jacques." She had only to cross the Saint-Jamet road and a field of wild grass to reach the modest villa under the olive trees from which Matisse, confined to his bed, often called on her care.

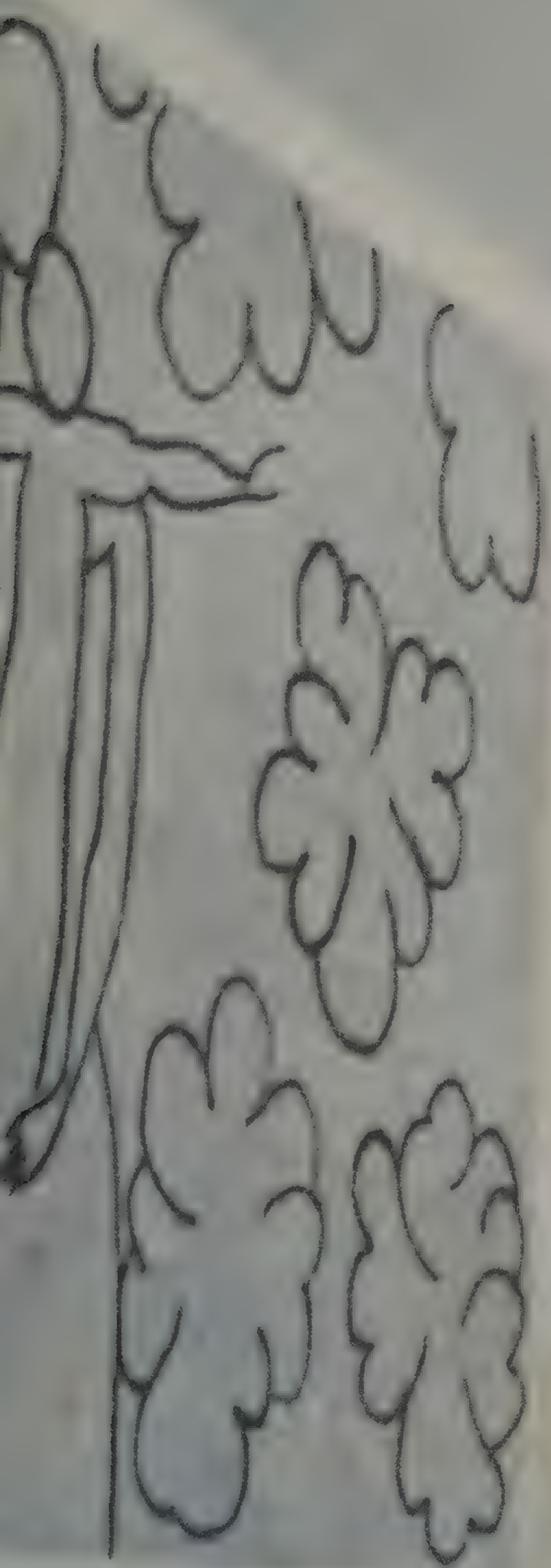
The sisters were planning to build their chapel, and Sister Jacques did a little water-colour painting. "Since this Monsieur Matisse was a painter," why shouldn't they ask his advice? One morning, Sister Jacques showed him a little sketch which she had made for a window. Matisse gave his advice. Several days later, he decided to design this window himself . . . then all the windows . . . and, finally, the entire chapel.

For, in the meantime, there had come to Vence, to cure a bad pleurisy, a young Dominican novice who, for his part, knew very well who this Monsieur Matisse was. And it was he who, seeing what the intuition and the severity of a Matisse might bring to anæmic Christian art, proposed that Matisse do the sisters' chapel himself. This Brother Rayssiguier was a bit of an architect. He began to prepare plans. Matisse, for his part, began to work. He put aside anything that might delay the accomplishment of this work about which he joyously declared: "It will be my masterpiece. . . ."

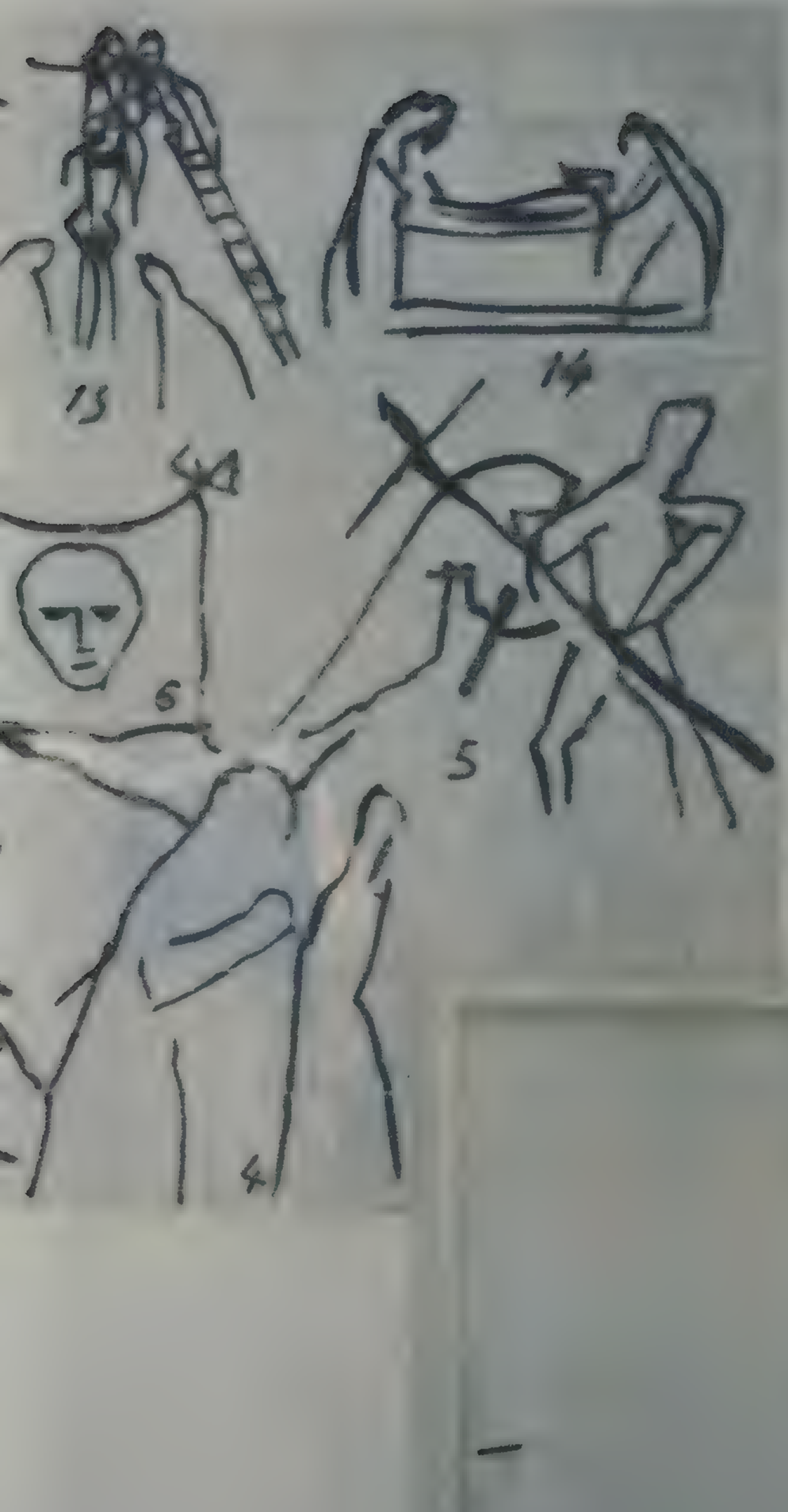
It is certain that he saw and immediately accepted the importance—I might say, the gravity—of this work. For this time, it was a question of an entire monument, and everything would depend on him. Through the strength of the colours and the lines themselves the dimensions of a narrowly limited interior would be carried to the infinite. "House of God and gate to Heaven . . ."—so the service of the Dedication of Churches goes. *(Continued on page 174)*

The luminous white entrance of the chapel in the South of France. Matisse used the brilliant Midi sunlight as an element of building, planned a vestibule all white, blue, yellow, and reflections.

ALL PHOTOGRAPHS, HERE AND ON THE NEXT FOUR PAGES, BY ALEXANDER LIBERMAN.




10
11
12
9
8
1
2
3




The work of a man
who loves life
and thanks God:
the fourteen Stations
of the Cross,
all in one great
black and white drawing.
On the left wall,
the Madonna and Child..



"The purer the colours,
the stronger they act
on the deepest feelings."
—*Matisse*



# COLETTE

**France's greatest living writer of fiction; an appreciation**

**BY GLENWAY WESCOTT**

Upon publication of her love story of World War I, *Mitsou*, Colette received a letter from Proust. "I wept a little this evening, which I have not done for a long while. . . ." *Mitsou* concludes with a passionate communication from a little musical comedy star to her lieutenant in the trenches; and this impressed Proust especially, but he quibbled. "It is so beautiful, it even verges on prettiness here and there, and amid so much admirable simplicity and depth, perhaps there is a trace of preciosity." He could not quite believe in the sudden elevation and refinement of Mitsou's style, educated only by love.

Upon publication of *Chéri*, Colette's most admired novel, she received a letter from Gide. While Proust was a great complimenter, Gide was known to be somewhat chary of endorsements. He had read the tragical tale of the youngster in love with the aging courtesan at one sitting, breathlessly, he said. "Not one weakness, not one redundancy, nothing commonplace!" Why in the world, he wondered, had none of the critics compared her young hero or villain with Benjamin Constant's "insupportable" Adolphe? "It's the same subject in reverse, almost the same." This was higher praise than Proust's and deservedly higher; for in the three intervening years Colette had extended and intensified her art.

It is pleasant and appropriate, in any consideration of Colette today, to begin with a glance at these two little documents of literary history. For, now that Proust and Gide are both dead and gone, she is the greatest living French fiction writer. Also as it happens the two volumes thus singled out are most typical treatments of the two subjects to which she has most often returned: the coming of age, first love, the shadow line between adolescence and womanhood; and the oncoming of old age, last love, with its due sorrowfulness and its wisdom in due course.

In her latest story, *Gigi*, 1944, a small masterpiece, the two themes are entrancingly and significantly combined. Gigi is the darling child of a family of unmarried women, all, or almost all, courtesans. Her mother has been unsuccessful, and therefore is reduced to singing small parts at the *Opéra Comique*. Therefore her loving and tyrannous, realistic and pessimistic grandmother and her wealthy and conceited and didactic great-aunt Alicia have taken her in hand, to train her for, and launch her in, the only way of life they know.

It is what you might call a liberal education: how to sit becomingly with one's elbows close at one's side and one's shoulder blades flat on one's back, how to smoke without getting the tip of one's cigarette wet or even moist, how to negotiate difficult foods such as soft-boiled eggs and broiled or roasted small game birds; and questions of still graver consequence, for example, which jewels may be accepted as a sufficient token of esteem, and which, on the other hand, are virtually an insult.

By the miracle of Colette's handling, her gift of romanticization, her profundity of human kindness, none of this is cynical or squalid. The details of petty and even funny realism do not obscure the sad reality of old age, most notable in cases of extreme worldliness like these superannuated charmers, in whose range of vision there is no eternal life except ever-recurrent youth, generation after generation. Nor does the social satire detract from the romantic happiness of the ending, when Gigi is wiser than they; when all their calculation of making a living by being lovable suddenly gives way to love itself, love requited, and wedding bells.

Great, greater, greatest! One really should not use that overworked adjective and its comparative and superlative forms unless one is prepared to argue or at least analyse. Can the components of greatness in Colette's case be stated in brief and simple formulation? Some of them, surely; the most manifest charms and two or three fundamentals. Style, to begin with. That is what she is most celebrated for in France, in French; or perhaps I should say, what first brought about her celebrity. With sensuousness, elegance, brevity, clarity, oh, she handles the language to perfection, or almost perfection, in an inimitable though influential way.

It is pleasant to compare it to dancing, borrowing the old terms of absoluteness, as applied to the perfectly trained and entirely experienced female ballet dancer, *assoluta*. A discipline and indeed muscularity *(Continued on page 186)*

*Opposite:* Colette, now seventy-eight, whose *Gigi* is on Broadway, adapted by Anita Loos.

NEPO

# "THE RAKE'S PROGRESS": NEW OPERA, NEW MILESTONE

Out of the collaboration of Igor Strawinsky and W. H. Auden, the distinguished poet, aided by Chester Kallman, a younger poet, came the opera *The Rake's Progress*—an opera that stirred up a dust storm of comment on its maiden trip around Europe (begun in Venice last September). Part of the dust: the critics' comparison of the score, polished, inventive, surprisingly lyrical for Strawinsky, to, among others, Mozart, Massenet, Tchaikowsky, and Purcell. More dust: the comparison of bits and pieces of the libretto to *Faust, Don Giovanni,* and *La Traviata.* Out of the critical *brouhaha* rose the major fact that the three men, in their collective effort as opera-makers, managed to commit a masterpiece, a musical milestone. Like its namesake, William Hogarth's moral tale in eight paintings, the new opera concerns the downfall of a young rakehell in eighteenth-century London. Here, on this page, the opera's creators, surrounded by some of the temptations Hogarth turned loose on his graceless hero.

IGOR STRAWINSKY, ITS COMPOSER.

W. H. AUDEN AND CHESTER KALLMAN, ITS LIBRETTISTS.

RUTH ORKIN—MAGNUM

DETAILS FROM WILLIAM HOGARTH'S 1735 "THE RAKE'S PROGRESS"; FOLLIES AND CRIMES FROM THE THIRD PAINTING OF THE SERIES OF EIGHT.

CHRISTMAS PRESENT
TO THE READERS:
THE GREAT LOVE ARIA
OF "THE RAKE'S PROGRESS,"
ACT I, SCENE 3:
OPENING BARS.



VOGUE, DECEMBER, 1951

Aria

Arie

183

♪ = 112-108

A. Qui - - - et - ly, night, O find him and
*Stil - - - le der Nacht, o steh trö - stend*

p

sim.

184

A. ca - ress, And may thou qui - - - et find His heart,
*ihm bei! Mögst ru - - hig fin - - - den du sein Herz,*

A. al - - - though it be un - kind, Nor may its
*fügt Leid es mir auch zu! Laß wis - - - sen*

185

A. beat con-fess, Al- - - - - though I weep,
*es aufs neu, wenn auch ich wein,*

186

A. al - though I weep, al - - - - though I weep it
*wenn auch ich wein, wenn auch ich wein, daß*

A. knows, it knows of lone - - li - ness.
*nie, daß nie es ein - - sam sei!*

dolce

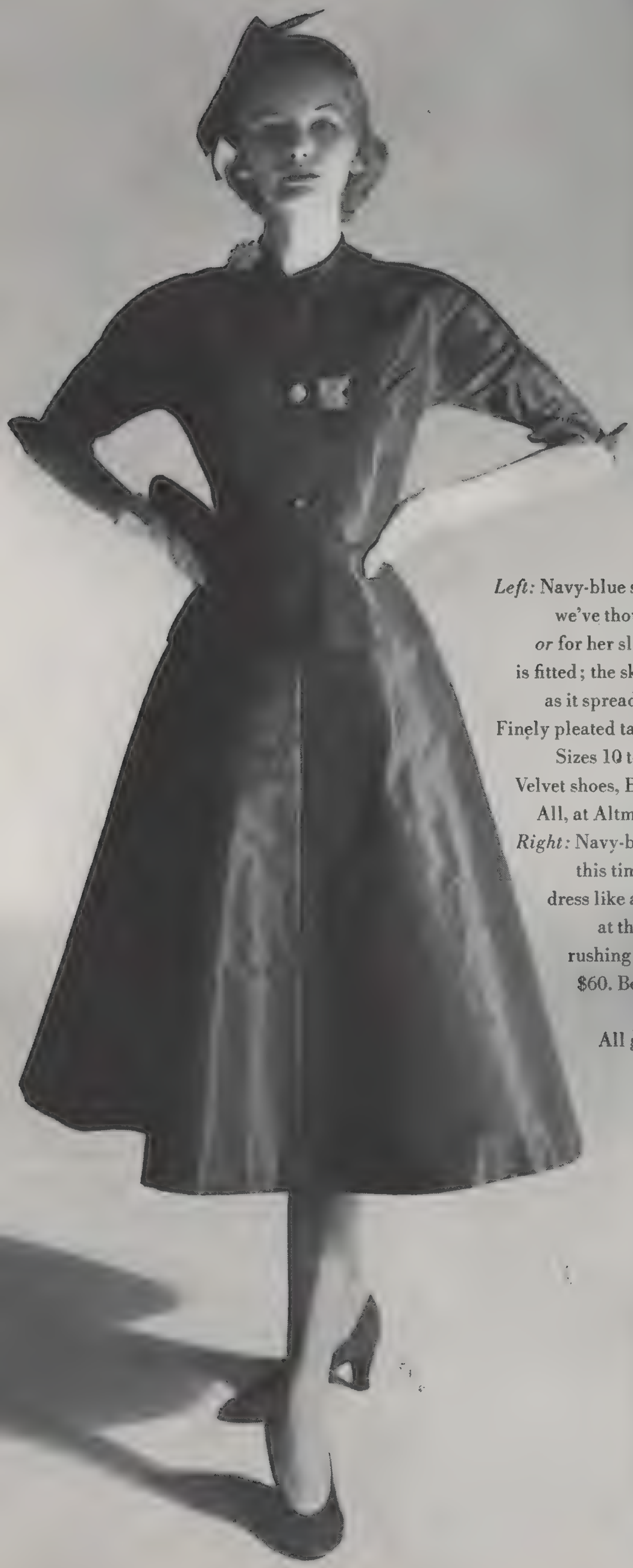
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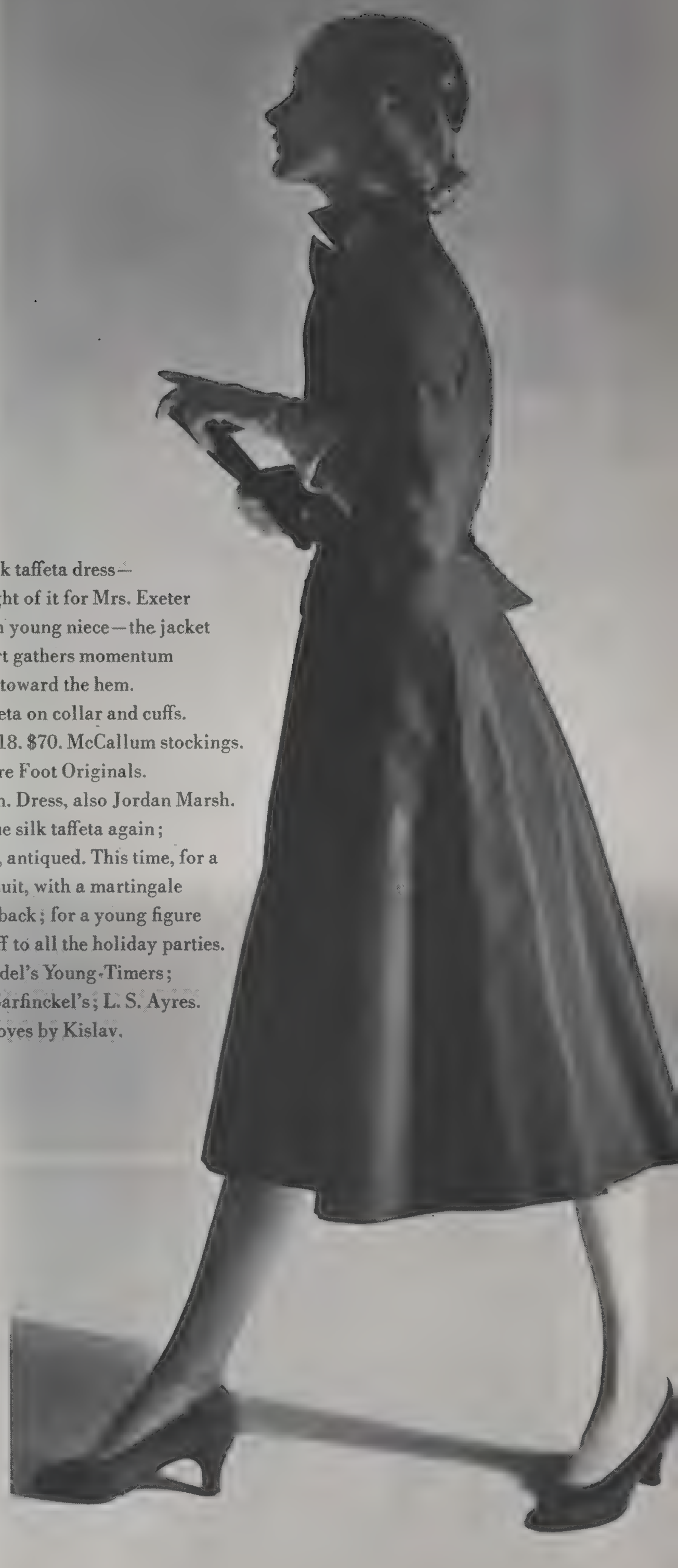
## THE DECEMBER DRESS

Three fresh dresses, any one of them
exactly right for most of December,
for all the holiday parties
that begin at six; for the theatre;
for restaurant dinner; for when you don't
know what to wear, late-day.
They give you a Christmas bonus, too:
since they are of taffeta, and since taffeta is
a year-around fabric—exactly.
*Left:* Perhaps the season's
more-taste-than-money find—a coat-dress
of black taffeta, shirred all over;
a marvellous young idea developed from
a great current Paris success.
(The original was in September 1 Vogue.)
A dress now; a coat in spring. Either way,
the skirt is its own crinoline.
Taffeta of Celanese acetate. By J. L. F.,
sizes 7 to 15, about $70.
Bendel's Young-Timers; Marshall Field; I. Magnin.

HORST



*Left:* Navy-blue silk taffeta dress—
we've thought of it for Mrs. Exeter
*or* for her slim young niece—the jacket
is fitted; the skirt gathers momentum
as it spreads toward the hem.
Finely pleated taffeta on collar and cuffs.
Sizes 10 to 18. $70. McCallum stockings.
Velvet shoes, Bare Foot Originals.
All, at Altman. Dress, also Jordan Marsh.
*Right:* Navy-blue silk taffeta again;
this time, antiqued. This time, for a
dress like a suit, with a martingale
at the back; for a young figure
rushing off to all the holiday parties.
$60. Bendel's Young-Timers;
Garfinckel's; L. S. Ayres.
All gloves by Kislav.







# LITTLE BOW PLUS



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FRANCES MCLAUGHLIN

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6

It happens every year, just about now. The urge to spend just a dab of money for something new, something fetching, something entirely and enjoyably *extra*. So we thought—how about this? The little hat (that maybe isn't even that) with only one serious purpose: to make you look prettier. And this year, just about now, you might be all the prettier for a bow—plus. **1.** A bow, plus an edging of faked seed pearls, plus a French veil. The bow is black rayon-and-silk velvet; keeps your hair as you've combed it, with the steel-spring help of a bicycle clip. By Madcaps, $6; at Bonwit Teller; Frost Bros.; Himelhoch's. **2.** A wide hair-bow of black rayon velvet, sewn to a comb. The plus: a handful of rhinestones sprinkled about. By Betmar, $3; at Bonwit Teller. **3.** A real hat of black rayon panne, tied back with a taffeta butterfly bow. By Betmar, $7.50; Saks Fifth; Woodward & Lothrop. **4.** A black grosgrain semi-circle bow to wear in back or on top of smoothly brushed hair. The plus: a masque-veil. By Madcaps, $3; at Altman. **5.** A flat black grosgrain bow, plus a scoop of mesh veiling; all bicycle-clipped. By Madcaps, $2; at Henri Bendel; Harzfeld's. **6.** A black rayon panne pillbox ending in a taffeta bow. By Betmar, $8; at Peck & Peck. All the furs, by Harold J. Rubin.

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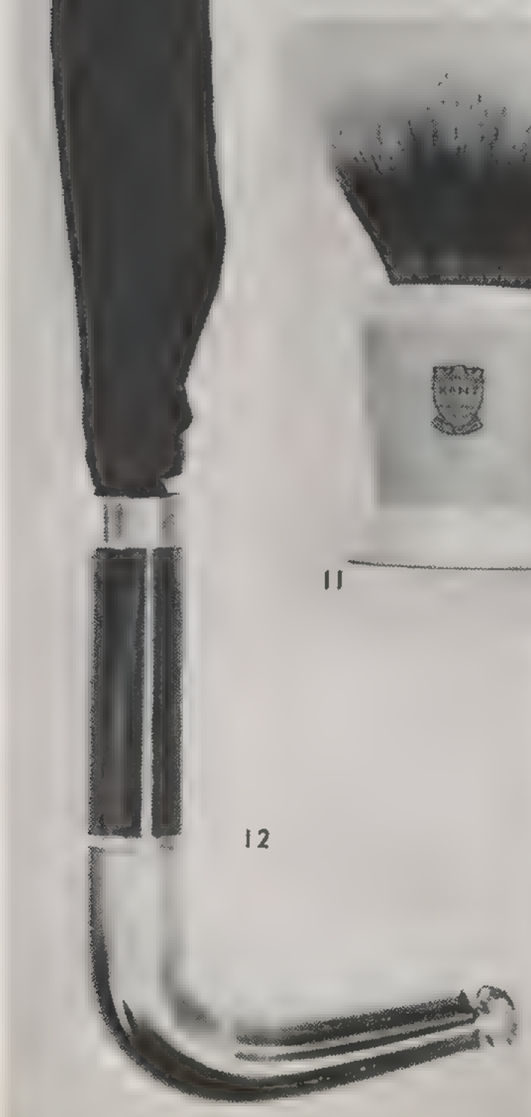
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COFFIN



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# PRESENTS WORTH GIVING TO A MAN

Men, most men, are wonderful creatures at Christmas. They'll act delighted even if you give them a plastic humidor or a luminous bar jigger. However, if you want them to *be* delighted, give them presents like these —useful things, the best of their kind. (These bests come at all prices, as high as $1,100, as low as $6.)

**1.** A huge Mandruka sponge, size of a pumpkin, fished from the Mediterranean. From Haas Pharmacy, $15.

**2.** A belt of braided, elasticized rayon cords, fastened with a handsome leather buckle. From Knize, and $6.

**3.** Handkerchief with a *near-centre* initial, coloured or white. Of linen and cotton; $42 a dozen. At Bronzini.

**4.** A gold pocket watch, thin as a mint; numbers boldly marked. Designed especially for Cartier; $525.

**5.** Evening handkerchief of see-through fineness. A small per cent of mull, mixed with the linen, is why. Wide, hand-hemstitched hem. Kerge's: $125 a dozen, about $10.50 apiece.

**6.** A flask of 14 carat gold—holds three gills of any potion. Tiffany has it, all ready for wrapping. $1,100.

**7.** A 14-carat gold belt buckle, with no falderol. From Walter Stokes. $48.

**8.** Or you could give him a convertible—scarf. Grey cashmere over black and white tie silk. Knize; it's $30.

**9.** How fine can a handkerchief *get?* This is probably the ultimate, linen threads spun by hand; cloth, woven by hand in France, hems, hemmed by hand in Switzerland. Priced by hand, at Kerge's, reads $325 a dozen.

**10.** Fringed lap robe of pure silk—woven as thick as a woollen rug. Its source: Italy; its colours: yellow crossed with black. Bronzini; $23. And Pueblo boots, made by Indians and by hand. Of velvety buckskin; pliable rawhide soles. Bronzini; $20.

**11.** Biggest shaving brush you ever saw in your life. It, and the two more usual sizes, are made by Kent, in England, of silver-tipped badger hair—the finest lather-raiser there is. At Haas Pharmacy; $100, $35, and $10.

**12.** A cane-slim umbrella, with a newly-shaped handle of horn tipped with chromium. By Paragon-America, about $17. From Saks Fifth Ave.

**13.** An identification bracelet of heavy gold links. At Bronzini; $360.

TAX INCLUDED



# HEADING TOWARD THE SOUTH

Three new ideas for the men
(ideas that could be put across
in Christmas paper, incidentally),
to begin at the resorts this winter
and wind up by becoming the comfortable
country routine for next summer.
*This page:* For a golf day that happens
also to be a windy day—a shirt-sweater
of soft, Scottish cashmere, with long sleeves,
a polo shirt collar. (A good *new* present,
if your standard present has always been
a dozen golf balls.) $35.
*Opposite page, left:* The news is wool jersey
for a jacket tailored like tweed;
new alternate to the navy-blue-jacket
and slacks costume (the regular
resort uniform for the past few years).
In greyed dark-blue wool jersey;
by Simpson Imports, about $58.
Here, the trousers are news, too—
pale maize raw silk; about $45.
*Opposite page, right:* The news is the blazer,
back again—for the beach clubs;
for Sunday lunch in summer. In regimental
stripes of British Woollen, soft, thin,
and in a calm pair of blues; to order, $85.
*Everything:* At John Pringle—with one exception.
The polo shirt (glimpsed beneath the blazer)
is English, is of wonderful soft lisle. Fine present.
About $11; and found at Knize.



# HEADING SOUTH: WHITE DRESS SEASON

Who wears resort clothes—besides people who go South in winter? Our answer is—eventually, everybody. These are the forerunners of summer; many women buy them to keep for summer (convenient lay-away plan, they find). In any case, the news on these pages is all to the good. *Beginning here:* The new story of white. (North *or* South, we never saw such a year for white in fashion.)

*Above:* An end-of-day dress of snowy linen, the jabot edged with rhinestones—frost on a leaf, rather than a spangly look. With it comes an important jacket, black, and made of more Fuller linen. By Anna Miller, $155. Bergdorf Goodman; Wm. H. Block.

*Near right:* In white piqué, a princesse dress—and there you have a new line. The V-neckline is at the back; the front has a boat neck. A sun dress, a little evening dress. By Pat Premo, of Galey & Lord cotton, $30. Saks Fifth.

*Opposite page, above:* White cotton satin, quilted all over, and minutely. An evening dress in two halves, the skirt day-length, and full—full enough and stiff enough, in fact, to be its own crinoline. In a Guild cotton by Everfast. Skirt and top, together, about $60. Altman; Hutzler's.

*Opposite page, below:* An important line—the princesse line—in white piqué, the bodice embroidered with coarse white soutache. A beautiful, careful dress; to sun in—or dine in. By Mollie Parnis, $90. Saks Fifth Ave.



FRANCES MCLAUGHLIN







## WHITE DRESS SEASON *continued*



To go on with resort white—there are many ways to wear it. White with white. With black. With colour. With a tawny colour somewhere—sandals, let's say, just a shade deeper than suntanned legs. *Above:* This time, a shadow of white—thin, shadow-striped cotton shirting—for a Gibson-girl dress. The sleeves are modified leg-of-mutton. Anything but modified: the black organdie bow at the throat; the skirt. By Sam Friedlander, $40. At Best's. *Above, left:* White linen bodice—and here, we veer away from all-white—to tell about a dress with a pink-and-white complexion. The skirt, glowing pink silk Shantung, completely pleated; and on the bodice, just enough pink Shantung to make a costume out of separates. By B. H. Wragge. Skirt, $40. Bodice, $15. Cummerbund, $6. All at Bonwit Teller. *Left:* White lace, a baby-dress touch for a sun dress that's otherwise cotton broadcloth, taffetized. Pink patent leather belt. $23. Altman; Famous-Barr. *Opposite page:* White without season—and without a rival for allure—a chiffon short evening dress with rhinestone straps; and its own ostrich-feather cape with a bland glamour that hasn't been seen around since the silent-movie days. By Larry Aldrich. About $135. De Pinna; Carson Pirie Scott; I. Magnin. Stockings by Vision, also De Pinna.



FRANCES MCLAUGHLIN







# BRIGANCE'S BEACH IDEAS

Here are designs—in the inventive sense of the word,
from one of this season's stimulating resort collections—Brigance's.

**1.** This skirt-shirt is just that. An either/or. Here its double life is exposed:
it's a striped skirt, worn over a polka-dotted-and-plain bathing suit; it's a belted shirt,
pulled up to shoulder height, and tied there; $25. **2.** A trio of beach coats, all in herringbone piqué.
A coat with a shawl collar; $18. A coat with knitted, striped sleeves; $18.
A coat with a cut-away collar, to wear belted or un; $23. **3.** A brace of
sun dresses. One of tweed (a cotton, but texture-y) and buttoned up the back.
Of Stoffel cotton, $30. One of striped cotton tweed,
with pockets big enough to satisfy even a small boy. $25.

**4.** As pretty a mix-up as we've seen. A shirt of flowered cotton broadcloth,
worn with striped cotton broadcloth pants.
And, a shirt of stripes, worn with flowered pants. Each, $23;
each to the other, matchable. Hope Skillman's stripe; Springmaid's print.

**5.** Three of Brigance's Sea Separates, added up from
two tops and two shorts—a new idea, the mixable bathing suit.
A polka-dotted bandeau, with striped shorts,
both cotton broadcloth, $15. And, an embroidered
white top, dark shorts, both of cotton crash, $23.
*Opposite page:* A bathing suit of pink Crompton velveteen
(as dunkable as you are)
cut with a high Empire waist
and romper-pants. All of it banded—
most strategically—with knitted, elasticized white. $25.
The logical lipstick, "Pink Velvet" by Max Factor Hollywood.
*Bathing suit at Lord & Taylor; Hudson's; Woodward & Lothrop.*
*Numbers 1 through 5, at Saks Fifth Avenue; Montaldo's.*















HORST



HORST

HEADING SOUTH: ALL BLUE OR BLUE WITH...



Blues, the news of this Carolyn Schnurer collection. Blues, any shade of them. Blues, any amount of them, from all-blue, to blue with . . . to blue the point of a print. A collection that starts South; could start your wardrobe off in a new colour direction.

*Opposite page, left:* Blue, butterflies of it, stripes of it, with . . . white. A puffed-sleeved sun dress in Fuller pinwale piqué. $30. Lipstick, polish, Peggy Sage, "Heartbreak Pink."

*Opposite page, right:* Blue . . . the point of a print. A dress for all day in the sun, little evenings. Of ABC cotton grosgrain, white with blue and black scarabs. $25. Bamboo jewellery by Schwab. Basket from the Pan American Shop.

*Left:* Blue with . . . black threadings that tie in a halter, tie around the waist. Of Stoffel cotton Shantung, amphibious as an otter. $23.

*Below:* Blue with . . . white, pin-point checked bathing suit of Galey & Lord gingham. Hanging straight as a little girl's smock, it sashes back below a little white ruffled piqué bib. $20. Clothes, both pages, Lord & Taylor; Hutzler's; Frost Bros.; I. Magnin; Famous-Barr.

*For shops in other cities, see page 181.*



More blue; blue with . . . from the Carolyn Schnurer collection. Blues that can do as much for a sun tan as an extra day in the sun. New blues, this year, as much a part of the southern scenery as blue skies, blue water. *Below, left:* Blue with . . . more blue. A little sun dress, quiet-evening dress, the ink-spot pattern hand-printed on S. Edward silk Shantung. The collar is a halter; is long pointed revers, melting along the bodice to the waist. $45. *Below, right:* Warm blue. In shorts and a halter to swim in. A middy (really a middy) to zip over for a luncheon at the beach. The halter is draped. The Joyce fabric is of Du Pont viscose yarns, woven to look like linen. $25. *Opposite page, left:* Blue, a soft, pale, delicious shade of it, in a sun dress of Philip Wick acetate tricot. The halter could tie a number of ways, is knotted here, at the waist. $30. The black patent leather sandals are by Bernardo, $10. *Opposite page, right:* Blues with . . . white, green, in a summery print of leaves and dragonflies. The blue, like bluing, making the white whiter; the whole suit making the most of a good figure. Of Ameritex cotton with an Everglaze finish. $15. Everything on both pages, Lord & Taylor. Everything, except sandals, Garfinckel's; The Dayton Co.; Thalhimers; and shops listed on page 181.

## ALL BLUE, OR BLUE WITH . . . *continued*

HORST

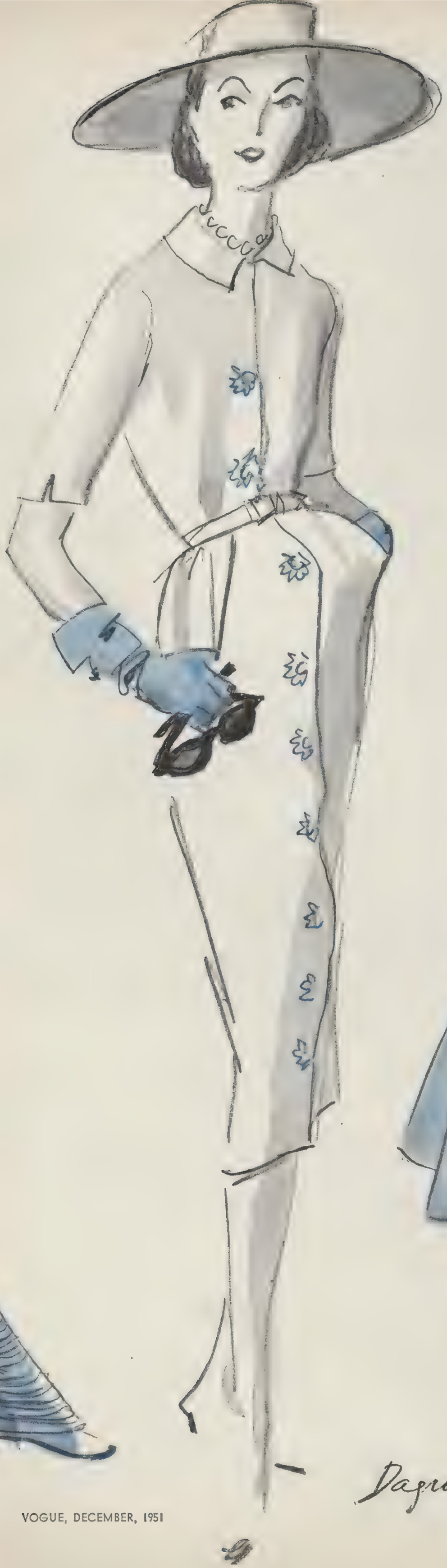




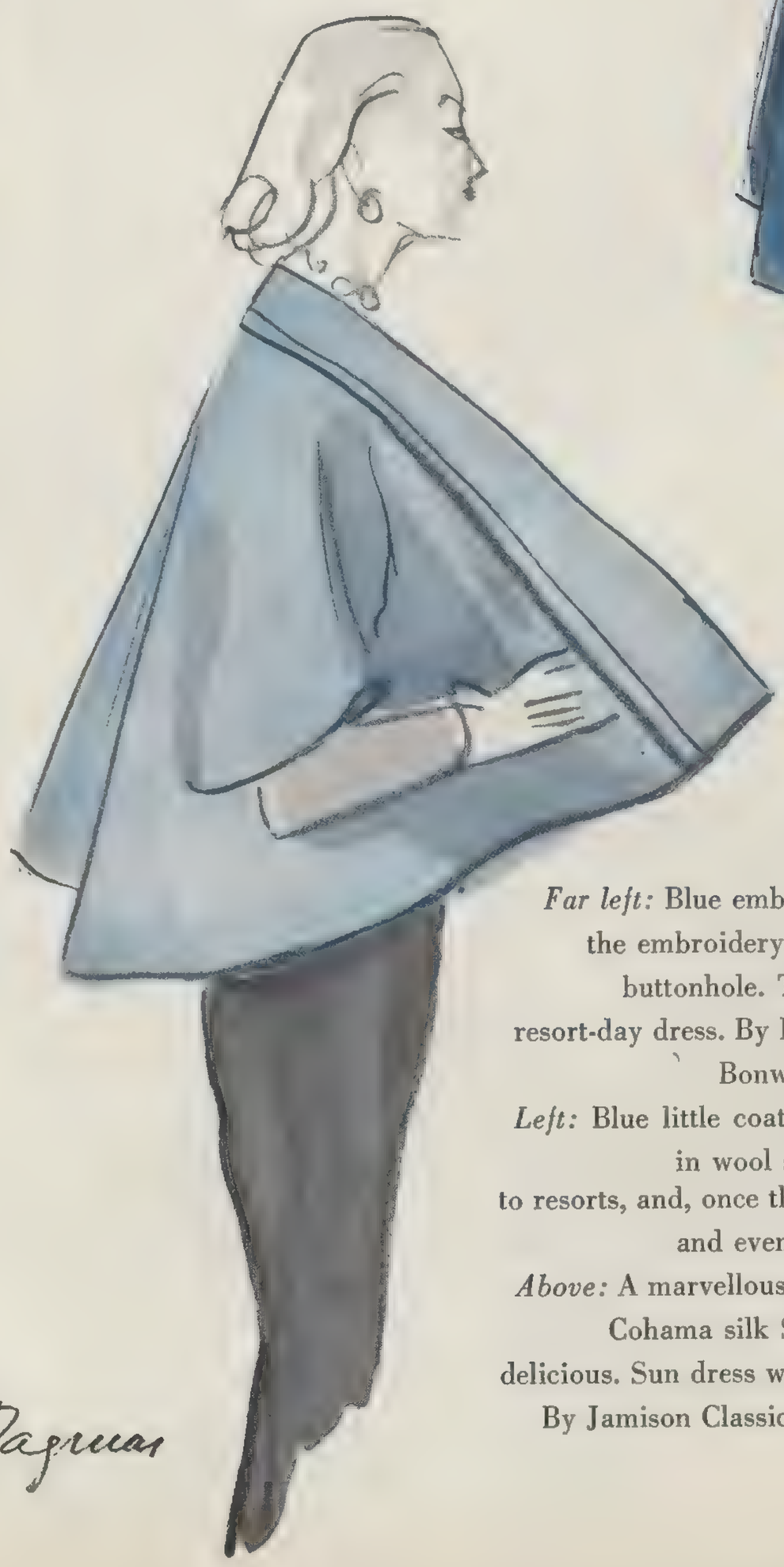
## RESORT SKETCHBOOK: MORE SUNNY BLUES



From Dagmar's sketchbook—and all done
in sun-and-water blues—an account
of the shirring, tucking, stitching
going into more and more dresses now.
Both of these, in Hope Skillman cotton chiffon.
*Above:* Tucked around, tucked to shape,
tucked to make a big part of an important dress—
a skirt swung out from a bodice with a
newly-squared neckline. $95. Gunther Jaeckel.
*Right:* Tucking is everything, in a dinner dress of more blue,
more cotton chiffon. This one, $95. Bonwit Teller.
*Both* by Adele Simpson, also at Himelhoch's; Neiman-Marcus.









*Far left:* Blue embroidery on white linen, the embroidery, a daisy chain encircling each buttonhole. The dress, the perfect resort-day dress. By B. H. Wragge, $50. Bonwit Teller; Wanamaker's, Phila.

*Left:* Blue little coat, parasol-shaped, in wool suède cloth—to wear travelling to resorts, and, once there, for afternoons and evenings. $40. Peck & Peck.

*Above:* A marvellous bit of blue— Cohama silk Shantung, hand-woven, frosted, delicious. Sun dress with rhinestone buttons. By Jamison Classics, $35. Best's; Neiman-Marcus.



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## RESORT SKETCHBOOK: NEW SUNNY PINKS



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In just about the same frequency noted here
in Dagmar's sketchbook, pink will appear at resorts this year.

**1.** A dress you might wear under a pink duster; with a pink scarf;
the practically perfect Southern day dress. Black rayon
with a linen-like weave. By Tabak of California, $18. Bloomingdale's.

**2.** Pink Moygashel linen duster, the long sleeves gathered in
at the cuffs. By Adele of California, $90. Bonwit Teller.

**3.** Naturally-pale silk Shantung, the sleeves short and jewelled,
the dress, fresh, cool, efficient. By Star-Maid, $50. Henri Bendel.

**4.** In pink silk Honan, one of the fitted middy dresses we'll hear
more and more about in 1952. By Larry Aldrich, $70. Milgrim.

**5.** Pink, or with—a mauve cast. Silk with a nubby texture.
Dress with pleats all around. By Melrod Ritter, $145. Bergdorf Goodman.

**6.** Dress of pure white silk Shantung with a scarlet V at
neckline and pockets. By Paul Parnes, $90. Rosette Pennington.

**7.** Pink Moygashel linen with a pretty echo of Paris in the tying
of a bow high under the bosom. By Larry Aldrich, $60. Hattie Carnegie.

**8.** The shirtwaist dress with a swerve of buttons, rather than
a straight line of. White and black Moygashel linen, $70. Saks Fifth.

**9.** Pink silk Shantung dress, polished, and as well-finished
as a suit. Pleats in the skirt, under the peplum. $60. Best's.



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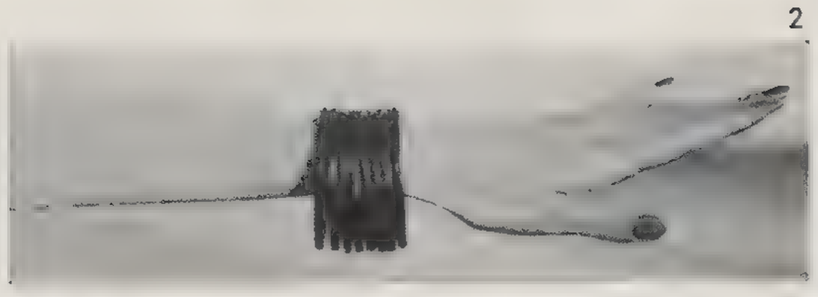
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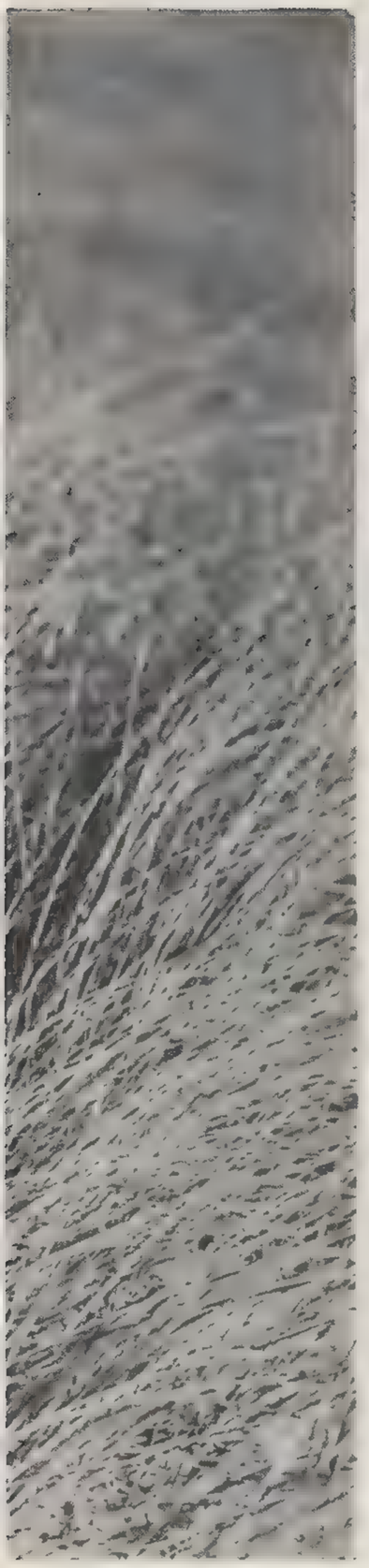
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# REWARD FOR GOOD FIGURES

Nobody said these bathing suits were for everybody. And that's the point. They're rewards, if you have worked to keep your figure. Or more clover, if your figure is just naturally good. **1.** One of the best white bathing suits is of white elasticized knitted ribbon, over jersey, girdled with a strong waistband beneath; $25. One of many foamy wools heading for the beaches is apricot-coloured blanketing, blanket-stitched in white; $35. Both by Tina Leser. From Saks Fifth; Wanamaker's, Philadelphia; Frost Bros. **2.** Armload of black bangle bracelets; amphibious plastic. By Dalsheim. Arnold Constable. **3.** Princesse line—new in a suit of navy-blue sharkskin of Celanese acetate and Lastex. Setting for a sun tan: bands of white. By Cole of California, $15. Altman; Carson Pirie Scott. **4.** Made in a material made to look like Shantung, of nylon and Celanese acetate, a gleaming black-seal suit. By Rose Marie Reid, $18. More news, the gold-plated mesh bib by Schwab; the canvas bag. All, Bergdorf Goodman; I. Magnin. **5.** Denim, shirred all over, and navy-blue. A handkerchief detail; kerchief bag to match, to knot at the waist. By Catalina, of Erwin denim. The suit and bag together are $10. At Macy's.





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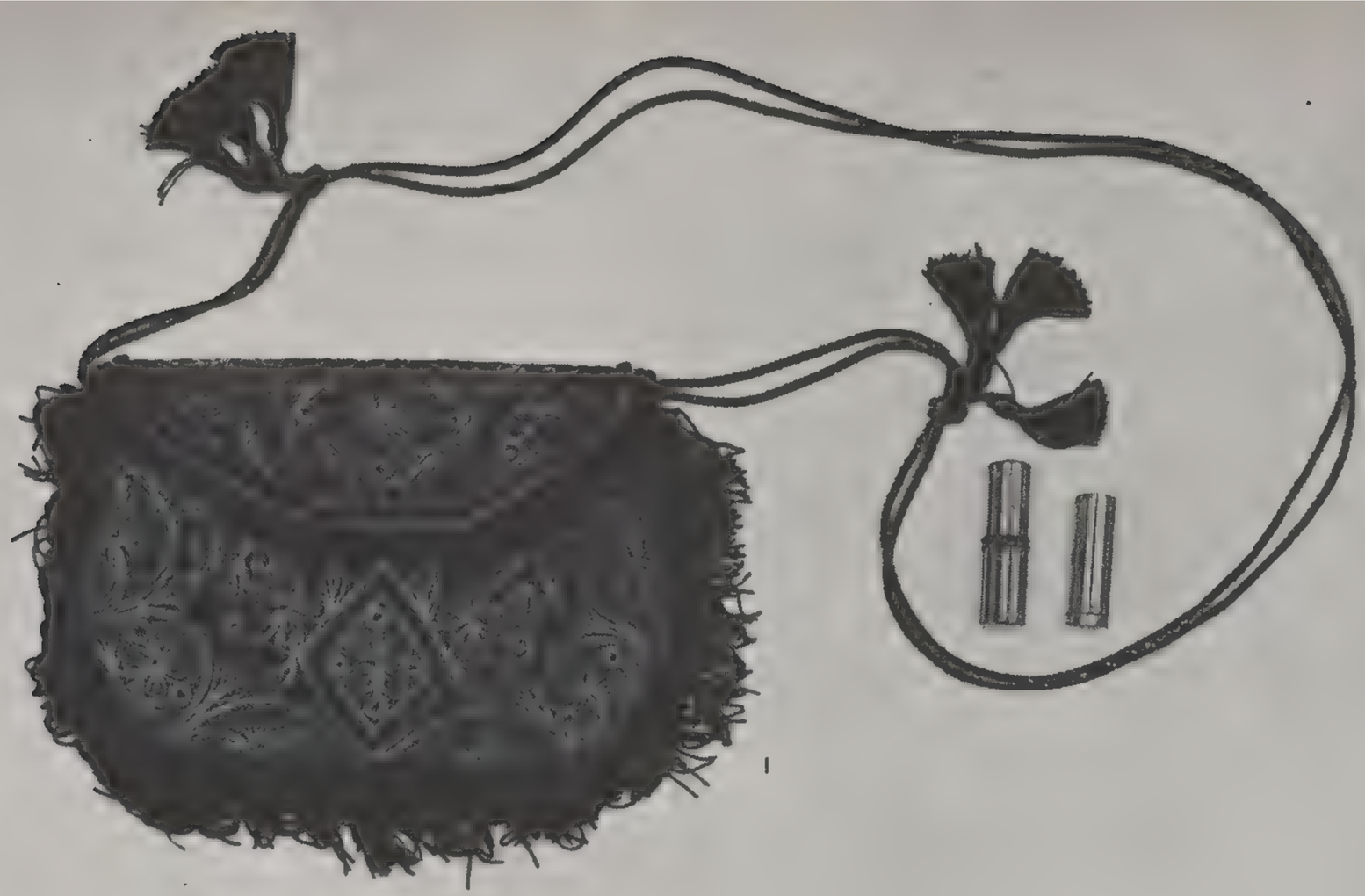


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**6.** Sea green, and that's the first point. A princesse line, and that's another point. A draped and moulded strapless bodice, and that's a thing particularly well done here. Made of nylon woven with Laton; by Mabs of Hollywood. $23. Bonwit Teller; Neiman-Marcus.

**7.** Sand-coloured cotton gabardine with a polished, silky finish; the V-shaped *décolletage* is cuffed, and pearly-buttoned. By Gantner, of California; in Bates Disciplined cotton—meaning, the cotton dries fast, can be ironed dry, is wrinkle-shedding, mildew resistant, keeps its sheen. $13. At Henri Bendel; I. Magnin.

FRANCES MCLAUGHLIN



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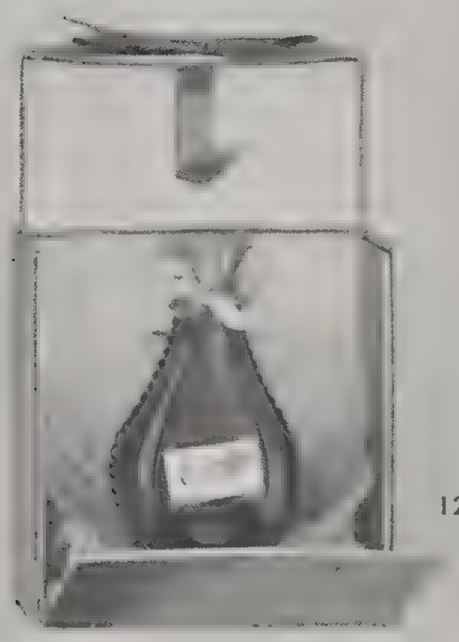
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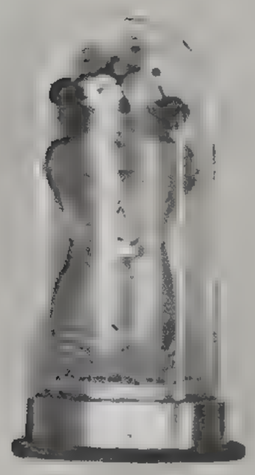
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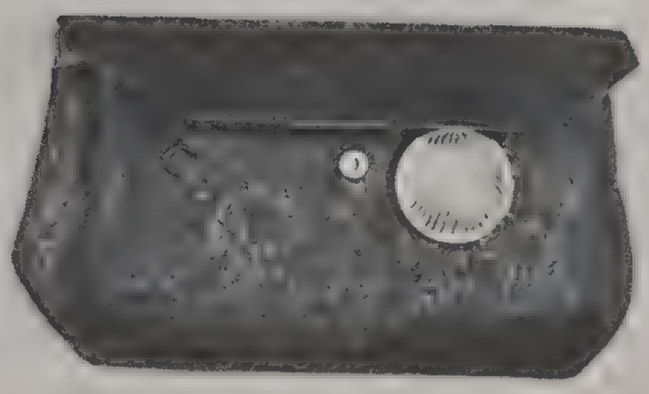
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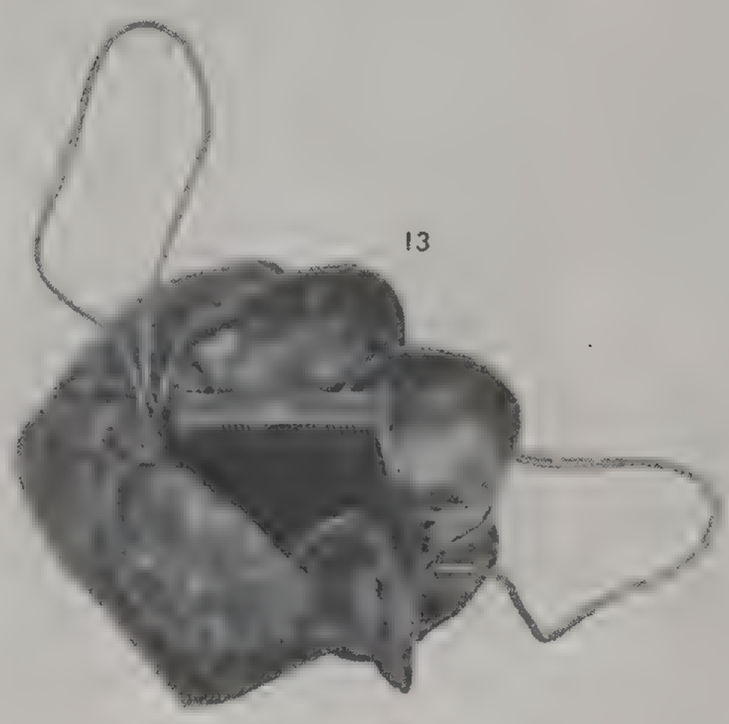
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Easy as rolling off a yule log—the present of perfume. Every woman loves it; it's everywhere to buy. And not a shred of its success is whittled away by these well-known facts.
Here, Vogue's further simplifications: a check list of the famous names; the most popular sizes; and the cost * per ounce.

1. Lucien Lelong's "Cachet" perfume and lipstick in an evening bag, copied from an Italian antique. Altogether, $49.50.
2. Shulton "Desert Flower." ½ oz. $10.
3. Germaine Monteil "Gigolo." ¾ oz. $30.
4. Renoir "Messager" perfume. 1 oz. $20.
5. Chanel "Bois des Iles." 2 oz. $35.
6. Lucien Lelong "Passionnément." 2 oz. $9.
7. Coty "Meteor." 1.86 oz. $20.
8. Harriet Hubbard Ayer "Golden Chance." 2 oz. $20
9. Jean Patou "Moment Suprème," in the new carrying *flacon* "Companion." ⅙ oz. $3.50.
10. Schiaparelli "Shocking." 1¾ oz. $32.50.
11. Marie Earle's "Mocambo" lipstick, rouge, and powder, in a brocade envelope. $22.50.
12. Houbigant "Chantilly." 1 oz. $12.50.
13. Coty's brocade evening bag with compact, rouge, lipstick, and *flacon* of "Émeraude." $10.
14. Henri Bendel imported French fake tortoise-shell and rhinestone compact. $10.
15. Bourjois "Endearing." 1 oz. $4.50.
16. Caron "Or et Noir." 2 ⅓ oz. $65.
17. Corday "Toujours Toi." 2 oz. $65.
18. Henri Bendel "10 West." 1 oz. $15.
19. Nina Ricci "Cœur-Joie." ⅞ oz. $22.50.
20. Lenthéric "Tweed." 1 oz. $10.
21. Marcel Rochas "Femme." 1 oz. $25.
22. Gourielli "Five O'Clock." ½ oz. $10.
23. Prince Matchabelli "Beloved." 2 oz. $32.50.
24. Majestic's brocade caselet with comb, compact, lipstick case, and *flacon* for perfume. $5.
25. Christian Dior "Miss Dior." 1 oz. $30.
26. Lanvin "Arpège." 3 oz. $56.
27. Jean Patou "Joy." 1¾ oz. $75.
28. D'Orsay "Intoxication." 2 oz. $35.
29. Yardley "English Lavender." 8 oz. $5.75.
30. Dana "Tabu." For the 2-oz. bottle, $32.50.
31. Evyan "Golden Shadows." 2 oz. $35.
32. Guerlain "Liu." 1 oz. bottle, $27.
33. Le Galion "Sortilège." 2 oz. $42.
34. Frances Denney "Snow Blossom." 1 oz. $17.50.

*None of the prices listed includes tax.


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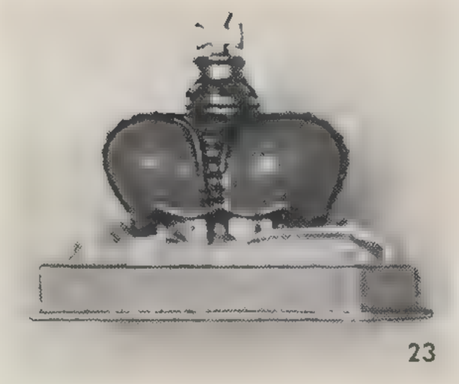

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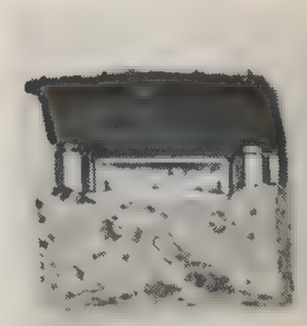

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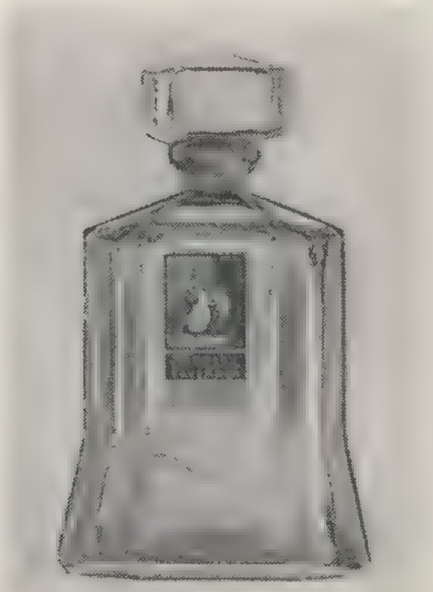
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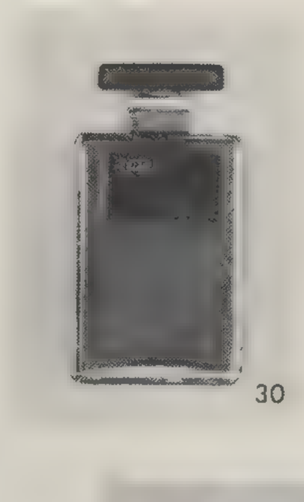

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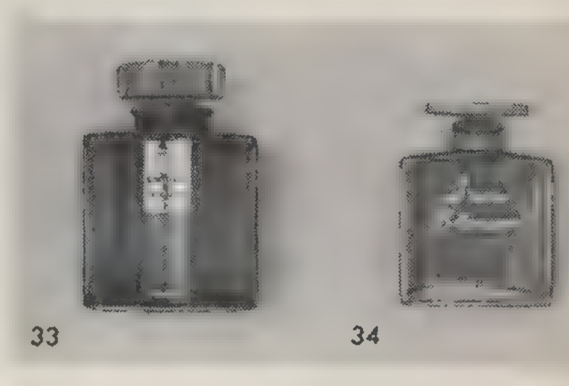

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HERBERT MATTER



## HERE'S THAT BLACK SHIRT

This black wool jersey shirt is a separate,
and it comes separately. But shirts much like this,
fitting like this—smooth as a peachskin—are found
at the top of fashion, sewn, indivisibly, to many
great successes, to white organdie skirts, to long and short
and marvellously-made lace skirts, to full tweed skirts,
even to feather skirts. In fashion, there's little
a black jersey shirt can't do. But this it must do:
it must fit. To this end, the shirt shown below is zippered
at the back of the neck, and again at the side.
It could be worn with a suit; with a full tweed skirt; with a short
or long taffeta skirt, at half the young parties at Christmas.
It might be worn with diamonds, or with a diamond's best friends,
massed at the neckline. It might be worn jewel-less,
but with an armful of important bracelets.
Below, it's worn with bracelets, and leopard hoop earrings
(the latter, $12 plus tax at Bergdorf Goodman).
The shirt itself, cut by Mary Stevens, of Wyner worsted jersey,
about $16 at Bergdorf Goodman; Bonwit Teller, Phila.; Jos. Magnin.








THE MOST TREASURED NAME IN PERFUME

Nº 5 GARDENIA RUSSIA LEATHER Nº 22 BOIS DES ILES

# CHANEL

# Life Bras by Formfit

*Now-Featuring*

# THE NEW "TRIPLE FIT"



**...a new measurement has been added!**

The ultimate step in bra perfection! Now Formfit, and Formfit alone, offers you exact *degree of separation* as well as size and cup. Only Life Bras give this exclusive new "Triple Fit"! Proportioned to (1) your bust size, (2) your cup size, (3) *your separation*—wide, medium or narrow. See the exciting difference Life Bra's "Triple Fit" makes in glamor! Feel the difference in comfort and freedom! You'll know then why more women *demand* Formfit than any other make.

Life By Formfit

***Life Bras from $1.25***

*For a Sweetheart of a Figure*

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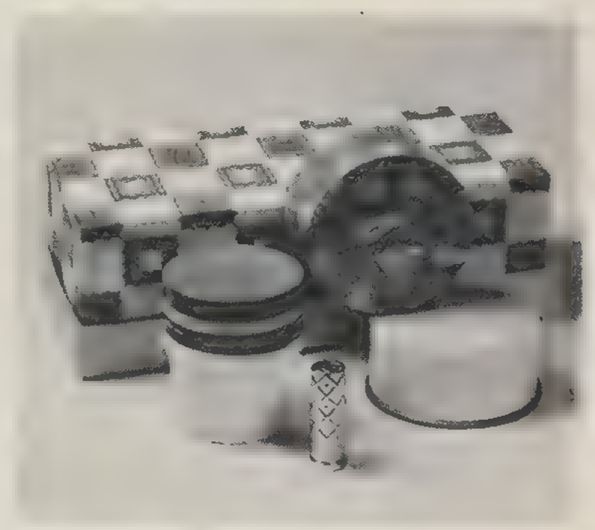

In a quiver—a garlanded gilt and green quiver—a dram vial of Directoire perfume by Charles of the Ritz. Any woman would take it as a compliment, it's that feminine a fragrance. $3.50 plus tax. From Lord & Taylor.

## DISCOVERIES IN BEAUTY

In a cage—much beauty. Helena Rubinstein's Apple Blossom soap, foam bath, cologne, powder; cleansing grains, and body lotion. All together, $20.25 plus tax. From Rubinstein Salon, 655 Fifth Avenue, New York City.

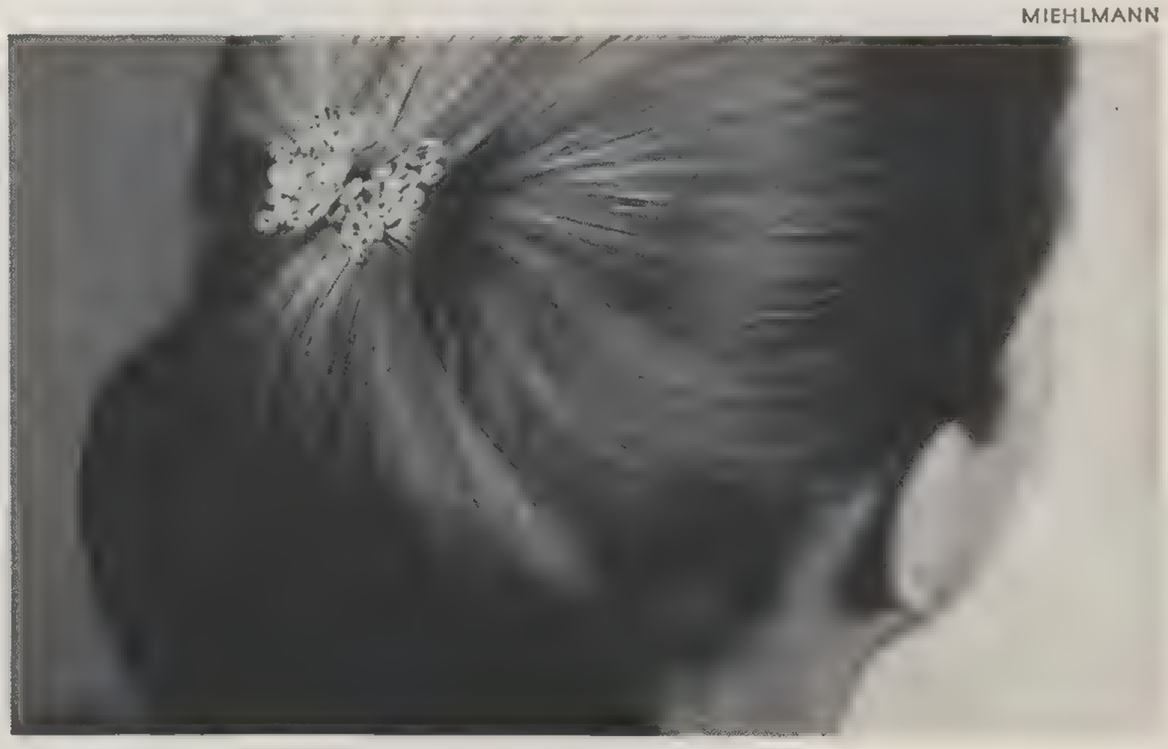


In three short steps—a complete beauty routine. Lady Esther face cream (it's a cleanser, a softener and a foundation all at once), and Bridal Pink lipstick and face powder. $1.35 plus tax.



To catch a pony-tail coiffure, a rhinestone butterfly mounted on a round spring clip. Little hidden teeth hold the hair smoothly back from the forehead but release their grip painlessly the instant that the spring is pressed. By Ben Hur. $7.50 plus tax. Lord & Taylor.

MIEHLMANN





*this sensational cosmetic*
*acts like a "face lift"*

# Frances Denney

## INVISIBLE BEAUTY STRAP

You can actually see and feel this new flowing cream making you more beautiful. It is almost unbelievable to see how quickly it pares off your age—yet it takes only seconds to massage onto your skin. Gives the face a firming, lifting, bracing feeling and tends to tighten flabby skin and smooth away wrinkles . . . brings a wonderful glow to the complexion. Wonder of wonders! Jawline puffiness, mouth-to-nose lines, and that tired look seem to disappear. Quickly this new beauty liquid vanishes onto the skin. You will discover that you are more beautiful, truly glamorous—because your skin looks firm, lifted, tight before you apply foundation and make-up. This glorious new beauty lasts hours and hours.




$5*



Perfume, $17.50*
Toilet Essence, $5.00*

## SNOW BLOSSOM... *the name to remember*

An imaginative new perfume that draws
its fragrance from many faraway lands . . .
a blend of flower oils which gives Snow Blossom
a softness, a roundness, a long-lasting quality.

**plus tax*

*At selected cosmetic departments or* FRANCES DENNEY, *Philadelphia*

# Daryl goes Pouf

in an oh-so lovely pure silk party dress, with an extravagantly full-skirt . . . wide cummerbund and elegant side poufs. Tri-colored stripes in sizes 7 to 15. About $35



*At these fine stores and many others throughout the country:*

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ARMSTRONG'S, Nashville, Tenn.
S. L. BIRD & SONS Detroit, Mich.
BON MARCHE, Canton, O
BONWIT-LENNON, Beaumont, Texas
GILMAN'S, Reading, Pa.
SIDNEY GINSBERG, Inc. Aurora, Ill.
HARRY KATZ, Oklahoma City, Okla.
KAUFMAN'S, Champaign, Ill.
PHILIPSBORN & CO., Washington, D. C.
PLUM'S APPAREL, Decatur, Ill.
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THE VANITY, Montgomery, Ala.
CHAS. V. WEISE CO., Rockford, Ill.

***Manufactured by DARYL • 1307 Washington • St. Louis, Mo.***

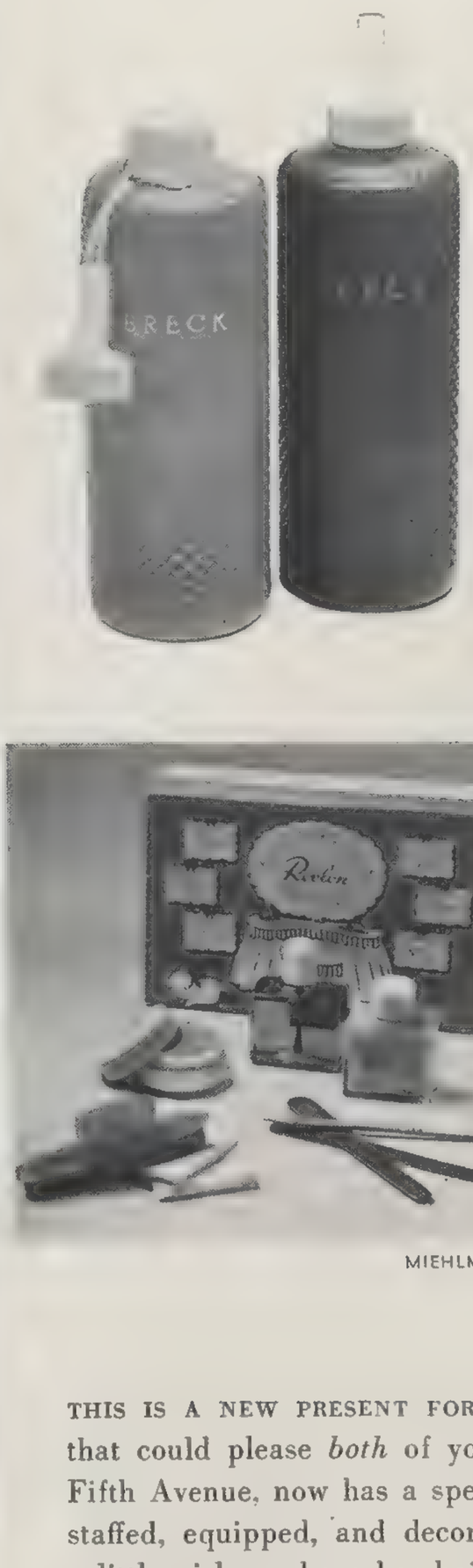

The time to begin a beauty routine is in the beginning. Most children start out with clear skin, shining hair and naturally pink and healthy fingernails—good beginnings, to encourage into lifelong habits. Here, some beauty presents for the young that are good-habit starters.

1. Baby Breck Lavo, to bathe a baby all over, and a bottle of mild Breck shampoo for the first curls; both in pretty plastic bottles with spout tops. At Lord & Taylor.

2. A carrousel of sky-blue plastic with pink-capped bottles of bubble bath, talcum, toilet water, and shampoo in a light, little-girl fragrance, by Helene Pessl. At Saks Fifth.

3. "Beginner's Luck." by Revlon, a manicure set to help little hands take care of themselves. There is a pink cream and buffer for polishing, cuticle oil, and a tiny bottle of hand lotion. At Bloomingdale's.

## DISCOVERIES FOR CHILDREN




1

2

3

MIEHLMANN

THIS IS A NEW PRESENT FOR SOME LITTLE GIRL, possibly yours, that could please *both* of you. The Richard Hudnut Salon, 693 Fifth Avenue, now has a special room—The Marionette Room—staffed, equipped, and decorated especially for children. There a little girl can have her hair trimmed, shaped, shampooed, and softly curled; and have a wonderful time about it. There are bright puppets on the walls, a warm lamp for drying (if the grown-up dryer is frightening), and a mound of storybooks. When the new coiffure is complete, there is a picture machine where she can take her own picture, and in a matter of minutes have a print of her new prettiness to take home. (And while all this is going on, you could be giving yourself the present of a new holiday coiffure in the main part of the Richard Hudnut salon.)

# AND ONE TO CARRY =

# MERRY CHRISTMAS

■ Good-looking carry-alls that also contain what-keeps-her-beautiful

...what more flattering way could you gift a lady?

Harriet Hubbard Ayer designs in leather and satin,

at better department stores.



**BEAUTY WALLET**—uncommon-carrier... holds compact, lipstick and her money. Navy leather and colors, 12.00



**BEAUTY CADDY**—new palm-size leather kit holds pressed powder, dry rouge, lipstick. Natural and colors, 5.00



**SATIN COSMETIC CASE**—shining evening companion, contains compact and lipstick. Aqua, green or rose, 6.25



**LEATHER FEEDBAG**—over-shoulder or in-hand, an eye-catcher! Fitted with compact and lipstick. Red and colors, 18.50

**HARRIET HUBBARD AYER**

**505 PARK AVENUE, NEW YORK 22**

*all prices plus tax*

HAL PHYFE

*gala holiday Ayer*


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CONTENTS : 1 QUART, 1 PINT & .4 FLUID OUNCES
BLUE CHIPS
by RENFIELD

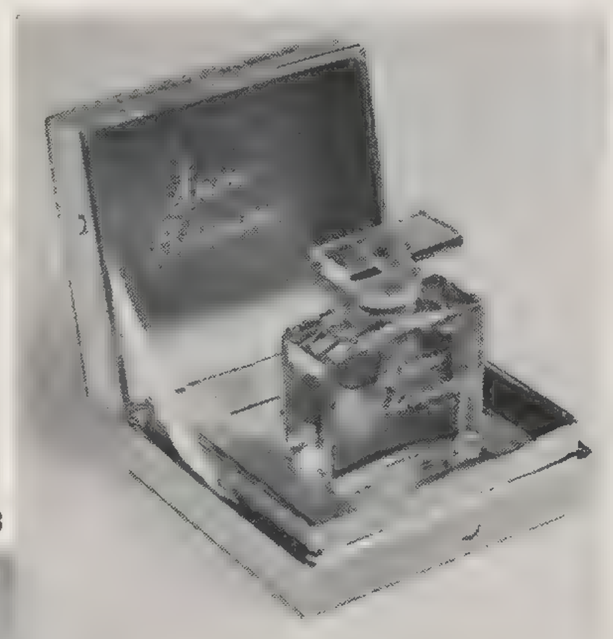


**1.** Four fragrances for the lady who can't make up her mind. These four by Evyan leave margin for mood. Menace, White Shoulders, Golden Shadows, and Gay Diversion in a gilt box. $3*. Lord & Taylor.



2

# CHRISTMAS DISCOVERIES



3



4

**2.** For the present, for the little but important present, a crown shape of soap by Prince Matchabelli. The shape remains as you use it; the light scent lingers long after you use it. $1. Arnold Constable.

**3.** Bath oil is a soothing, skin-softening way to use fragrance, and a particularly good fragrance for bath oil is Snow Blossom by Frances Denney, a sweet fragrance, light enough to bathe in. $5*. At Altman.

**4.** Here we have a bagful ot beauty tricks, a bagful of ways to use Tussy's Charme Rose fragrance. In a bag of pink plastic, dotted with gold; cologne, iced cologne, and bath powder. $5.25*. At Lord & Taylor.

**5.** Here is an old favourite back, with a friend. Eau de Lanvin. Arpège is the long-loved favourite and the friend is a narrow gold metal *flacon* filled with Arpège perfume. $5.50*. At Saks Fifth Avenue.




5

MIEHLMANN

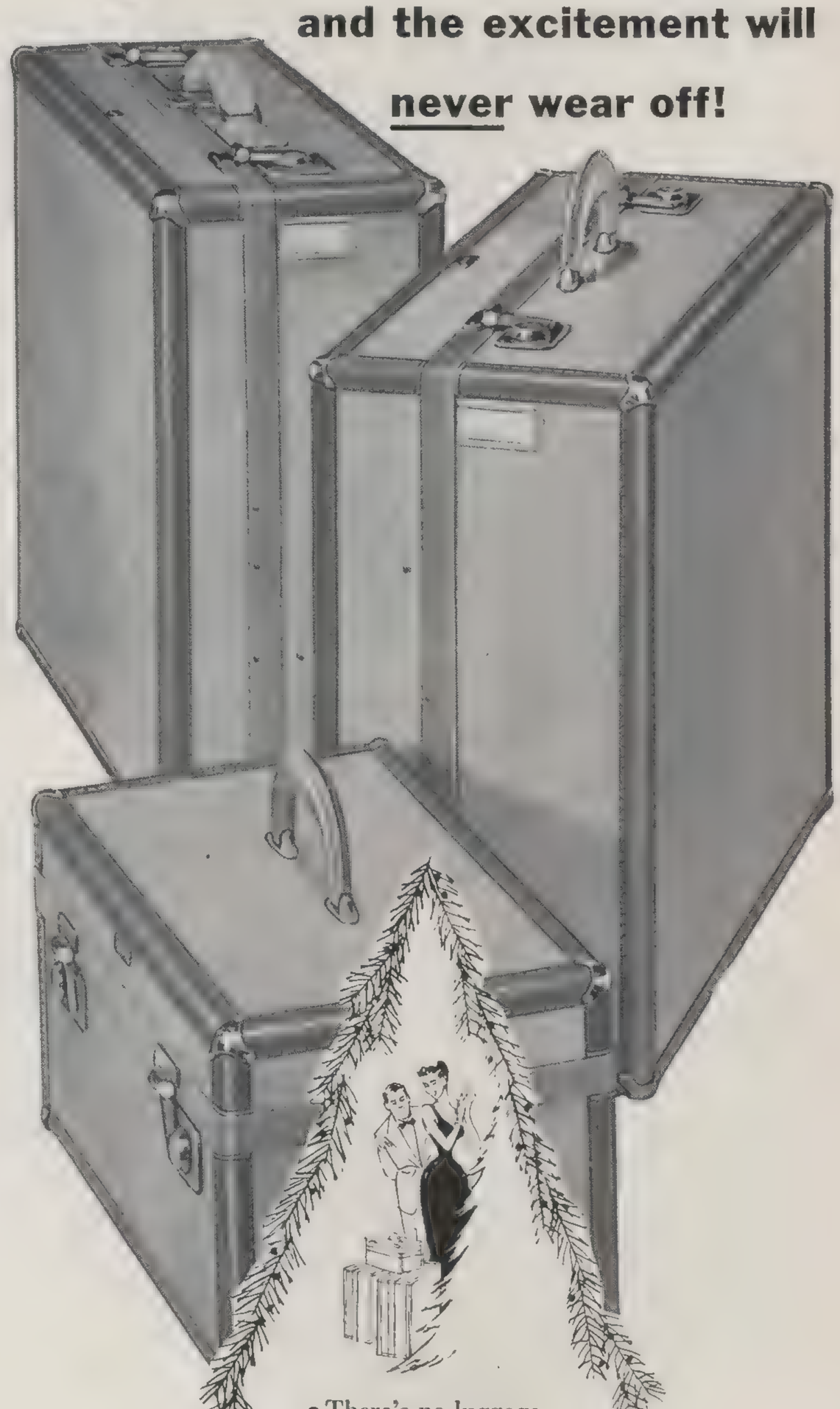
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is long-lasting...

and the excitement will never wear off!



• There's no luggage newer, or more lastingly beautiful than Hartmann Skymate Luggage. It makes the excitement of planning trips... and the joy of taking them... greater than ever before.

• *Shown in finest natural rawhide (series 938): Men's Aerobe two-suiter, Women's Mayfair wardrobe, and Poudre Case for cosmetics. Many other Skymate models and coverings to choose from*

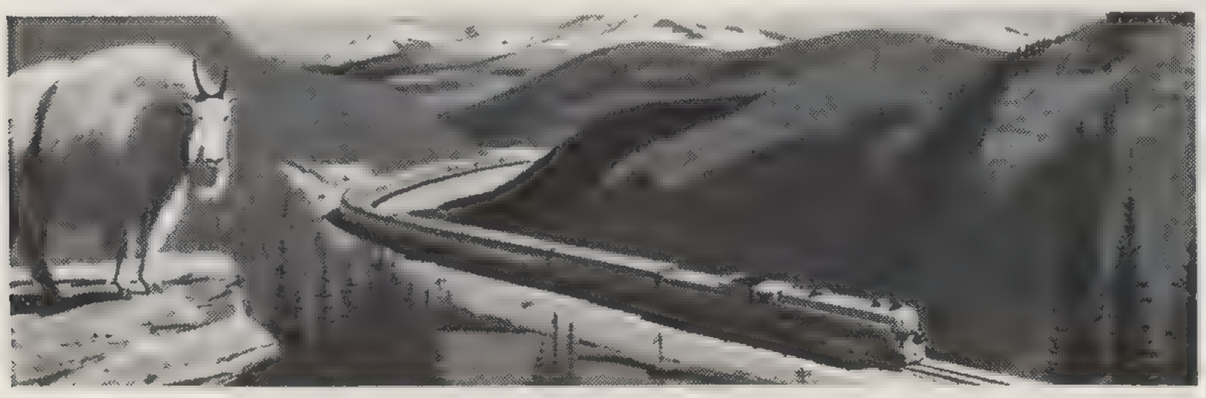
**SKYMATE PRICES FROM $45** *plus existing tax*

HARTMANN COMPANY RACINE, WISCONSIN

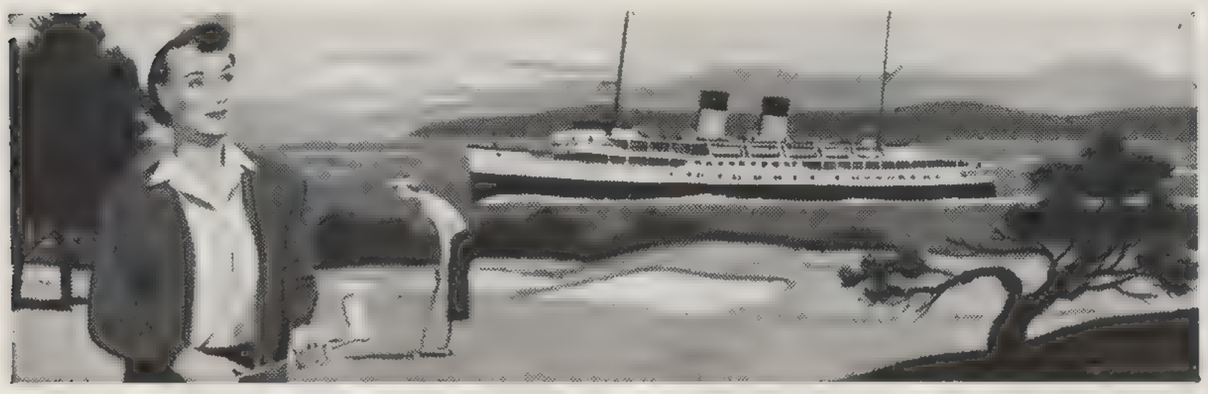
"Fun galore—
Fall or Winter
at the **Empress**
in British Columbia"



**"We had a glorious vacation**
at Canadian Pacific's Empress Hotel in Victoria, British Columbia. My daughter, Janet, and I agreed this luxurious, ivy-covered resort... with its fabulous garden setting...was like something out of a storybook. (Special monthly winter rates, too!)

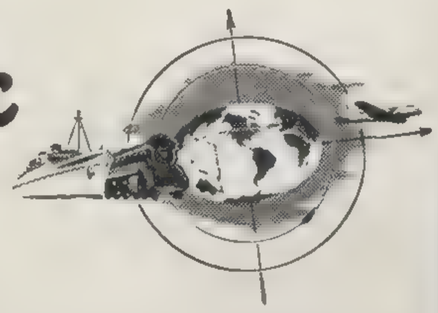


**"Canadian Pacific brought us to British Columbia** through the magnificent Canadian Rockies. Our train accommodations were modern...with soft, wide berths...superb food...gracious service. From Vancouver, B. C., we sailed to Victoria on a luxurious Canadian Pacific Princess ship.



**"At Victoria we golfed** on the year 'round course, we swam in the sparkling indoor Crystal pool—the largest glass-enclosed pool in the world! We played tennis, browsed in quaint shops for fine woolens, Irish linens, English crystal and antiques. Thanks to Canadian Pacific, it was the vacation of a lifetime."

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*P.S. "Our local travel agent handled all the details...so helpfully. He told us about Canadian Pacific's trans-Pacific air service to Tokyo, Hong Kong and the Far East...on pressurized Empress planes all the way. Another Canadian Pacific vacation to look forward to!"*

SEE YOUR LOCAL AGENT OR CANADIAN PACIFIC IN PRINCIPAL CITIES IN U. S. AND CANADA


# CHRISTMAS DISCOVERIES

**1.** A Christmas rose to bloom all year, Jean Patou's fabulous rose and jasmine fragrance Joy; here, for the first time in the "Companion," a carry-sized *flacon* covered with leather. $10*. Saks Fifth Ave.

**2.** A Christmas-tree bauble that turns out to be a present. A ball like a pink and white snowball with a bottle of Harriet Hubbard Ayer perfume, Sweet William, melted into the middle. $2*. Arnold Constable.

1.



2.



**3.** In the midst of all this talk about perfumes, here is an atomizer to give someone, perhaps with a bottle of her favourite perfume. This pretty way to keep and use perfume, by DeVilbiss. $4. At Best's.

**4.** Altogether now, a collection, a merry-go-round of Prince Matchabelli colognes. Stradivari, Duchess of York, Ave Maria, Katherine the Great, Beloved, and Crown Jewel. $3.50*. Lord & Taylor.

3



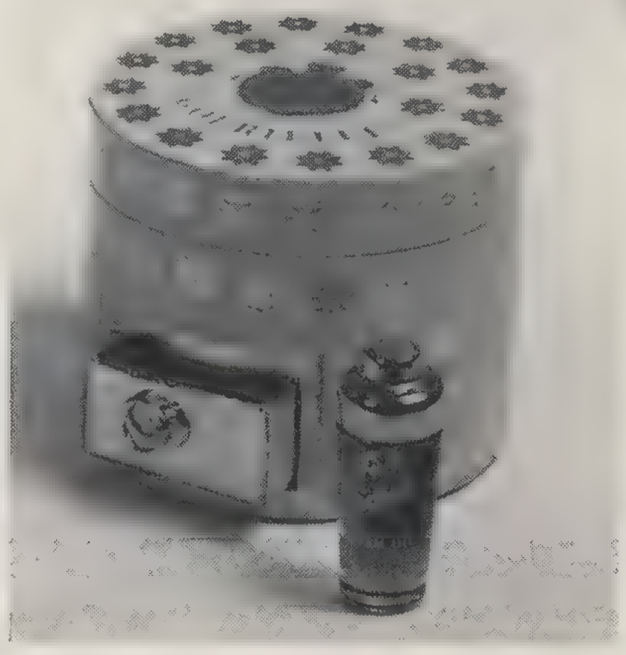
4




**5.** Here we have a box of dusting powder with added attractions. A tiny drawer in this gilt box by Gourielli holds a miniature cocktail shakerful of Five O'Clock bath oil. $4.50*. At Lord & Taylor.

*PLUS TAX

5



MIEHLMANN

my love

my love

my love

my love

my love

my love




Elizabeth Arden

691 FIFTH AVENUE, NEW YORK 22, PLaza 9-5900

# for Christmas... for ever! Oshkosh



Whether he (or she) is a once-in-a-while week-ender or a victim of "off-I-go" wanderlust, he'll be grateful for Oshkosh Luggage...a world-famous traveling companion.

Distinguished on the surface ...with a wealth of modern convenience within...and character above all, Oshkosh is designed with a life-time of pleasant journeys in mind. Choose from over twenty-five open stock patterns...in smartly-fashioned leather or fabric...from $25 to $5,000.

Shown above: 21" Overnite in famous Oshkosh Chief®. One of over 25 styles available in America's oldest and most distinguished luggage pattern.

*Only Genuine Oshkosh Luggage bears this label*

Oshkosh LUGGAGE

*At fine stores everywhere, or write*
Oshkosh Trunks & Luggage, Oshkosh, Wisconsin
10 East 34th Street, New York 16, N.Y.

none finer 'round the world


## "CHURCH FULL OF JOY"

*(Continued from page 129)*

All is white, but two of the walls are pierced, from top to bottom, by long parallel stained-glass windows, on which are the brilliant tones of great three-colour leaves, some of them taking their shape from that humble grey plant which is used in the Midi for the borders of gardens and which is called, I think, "marine cineraria." This play of pure colour is reflected on the two other walls, decorated with black drawings painted on large squares of white shining ceramic tile. Covering the entire west wall, the fourteen Stations of the Cross form a long continuous line, mounting upward in an S. The great double windows back of the altar have an incomparable beauty—a beauty more purely, more intensely created, I think, than any since that of the transepts of Chartres.

For a long time Matisse has said: "Here is the final culmination of all my research." He has not hidden the fact that for him this religious work has a spiritual importance, a significance that no secular work could have. Nothing mattered but the passionate exaltation of shapes which the genius of one man has carried to the utmost point of their spiritual power. "The wind bloweth where it listeth, and thou hearest the sound thereof, but canst not tell whence it cometh, and whither it goeth...."

EDITOR'S NOTE: *Father Couturier, a Dominican monk, is the originator and main force of the present French movement to bring back to the Church the creative vitality of early Christian art. A painter himself, Father Couturier has an advanced working knowledge of modern art and artists. For his first project, the now-famous church at Assy, he persuaded Braque, Bonnard, Léger, and others to paint and design. Always "trusting to genius without worrying about religious affinities," Father Couturier abetted Matisse, a non-conformist, in his plans for the Vence chapel, and posed for the sketches of Saint Dominic.*

*Although he had help and encouragement from Father Couturier, and Brother Rayssiguier, Matisse designed the chapel down to the last door-handle, and largely financed it. Like the great cathedrals of France, which were considered lusty and daring in their day, it is a departure in church design. Matisse considers it his masterpiece and, as that, the synthesis of all he believes about art: that the purer the colour, the greater the emotional impact it gives; that drawing should be reduced to a stenography of emotion—a minimum of line giving a maximum of feeling.*

*In this chapel, all black and white versus colour, Matisse made a master-stroke in choosing to paint his great black drawings on* shiny *white tiles. The tiles reflect the light of the blue, green, and yellow stained-glass windows in patterns changing all day, giving strange illusions, so the pierced door to the stark white sacristy seems lined in mauve velvet. The result is an unconventionally cheerful church that gives the nuns for whom it was built great pleasure.*


THE ART AND TECHNIQUE OF

**COLOR PHOTOGRAPHY**

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**VOGUE, Greenwich, Connecticut**

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PHOTOGRAPHY BY HAL PHYFE

***World's dryest drink*** *is any Martini made with* ***Dubonnet Blonde!***

*To make the famed, delicious Blonde-Martini, use 1 part Dubonnet Blonde to 4 parts gin.*

*Stir with ice; strain; serve with lemon peel twist, olive or onion...the dryest Martini ever!*

*Dubonnet Blonde Aperitif Wine, Product of U.S.A. ©1951 Dubonnet Corporation, Phila., Pa.*

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inspired by the Oriental romance of



For the Man
in Her Life

# Paisley

Down through the ages . . . everlasting Paisley!
Today, alive and fresh in its beauteous form.
Wembley's goal for perfection and incredible
fashion sense enriches its contribution in
satisfying the many tastes in the world of neckwear fashion.
In luxurious pure silk or lustrous rayon.
The ideal gift tie!



"Paisley" Hat by John Frederics



$2.00 and $2.50

FASHION ACADEMY AWARD 1951

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First in Fashion

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# VOGUE'S 17th PRIX DE PARIS

**SECOND QUIZ**
**based on the December issue of Vogue**

**FASHION**
**(Answer two questions)**

1. What do you think of Vogue's December presentation of perfume presents (pages 162-163)? Do you feel that the pages are useful and of interest to readers? Suggest another way of presenting perfume presents.

2. Give your opinion of the cover of this issue—December—keeping in mind such points as newsstand appeal, relation to the theme of the issue, timeliness, composition, et cetera.

3. Choose some item or items shown in this issue of Vogue that can be bought at one of the shops in your vicinity. Prepare a full page newspaper advertisement, which the store could run in your local newspaper, presenting this merchandise "as featured in the December issue of VOGUE."

4. Who is the best-dressed woman you know? Describe her, and tell why you think her well-dressed.

**FEATURE**
**(Answer two questions)**

1. What do you feel is the most important thing you have gained from your years in college?

2. Which contemporary woman do you think has made the greatest contribution to the modern world? Give reasons for your opinion.

3. Several thousand American students spent the past summer in Europe. Suggest a feature of some phase of the international student activities which would not only be of interest, but might be of some help to student readers of Vogue.

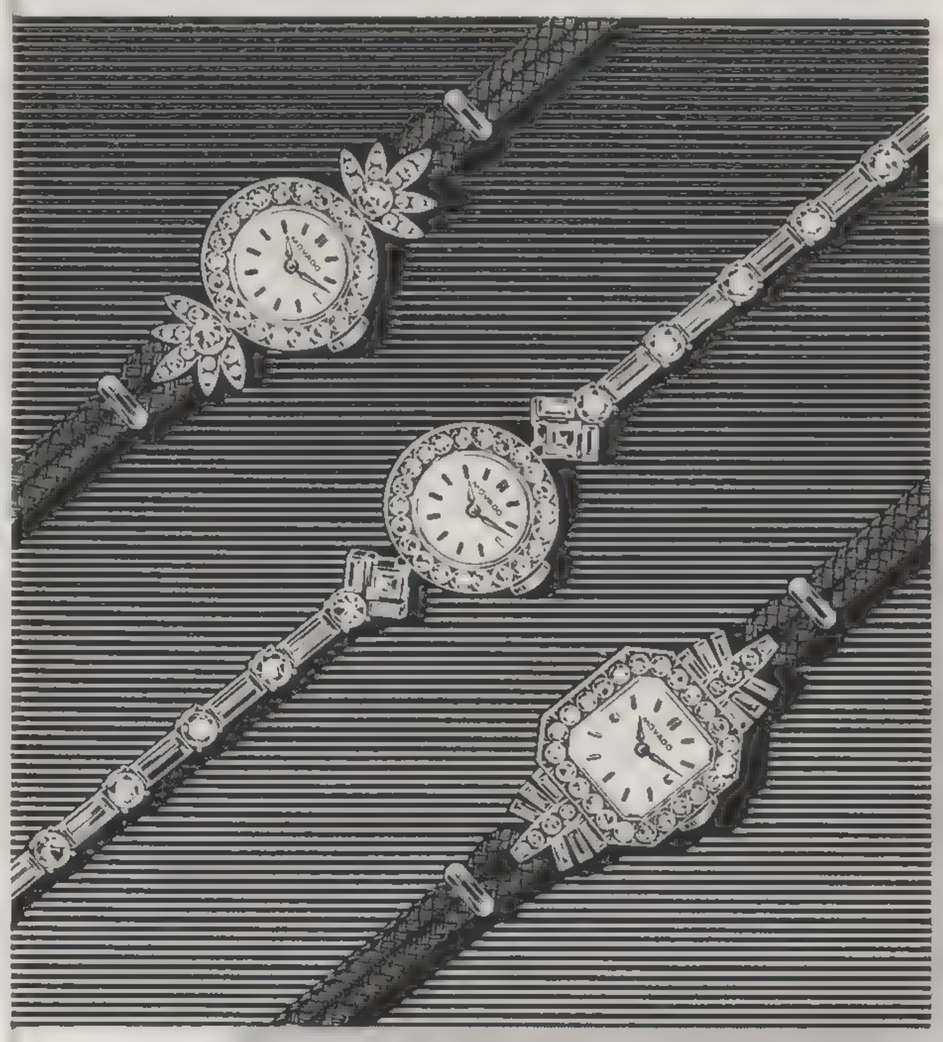
4. Tell, in about 500 words, where in the world, outside of your own home, you would most like to spend Christmas Day, and why.

5. What is the American Way of Life as interpreted through contemporary American literature and art?

***The answers to this quiz are due January 15, 1952, and should be mailed to:***

**VOGUE'S PRIX DE PARIS DIRECTOR**
*420 Lexington Avenue, New York 17, New York*


*The most desired watch of all*



Diamond and Platinum $1250.

Diamond and Platinum Watch Bracelet $4900.

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17 jewel movements

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*Say* **Merry Christmas** *With* **Good Grooming Gifts of Little Lady and Young Lad U. S. A. Children's Toiletries!**

**For LITTLE LADY . . .** "Her very own" toiletries packaged as prettily as mommy's . . . daintily perfumed, pure as snow. All the bath and grooming essentials to get your future prom queen started on a glamour-grooming career.

**For YOUNG LADS . . .** Nothing appeals to growing boys as much as the battleships, airplanes, tanks and jeeps of our Armed Forces. These toiletries designed and packaged in the he-man style they admire, teach a good-grooming lesson which is fun to learn.

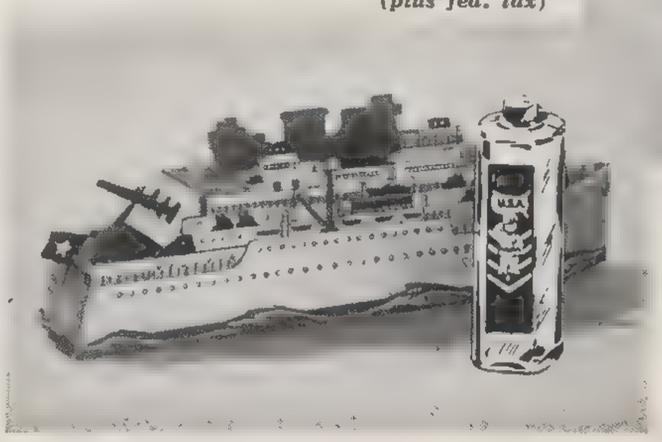
**LITTLE LADY MERRY XMAS BOOK!** Contains Toilet Water in a candle shaped bottle with a red flame-like tip . . . and two delightfully scented round cakes of Little Lady soap. SURPRISE!—the cover of the book is a beautiful four-color Xmas card which is removable and replaceable . . . *Only* **$1.50** (*plus 20¢ fed. tax*)

**LITTLE LADY HANDI-KIT!** A dainty traveling case containing Hand Lotion, colorless Nail Polish, Nail Polish Remover, Orange Stick and Emery Boards. All the essentials for perfect hand-care . . . *Only* **$1.75** (*plus fed. tax*)

**Girls!** Write Little Lady, Dept. V, 785 Fifth Ave., New York City, for a free miniature bottle of Little Lady Toilet Water.

**"THE AIRPLANE"**
This fine liquid Shampoo is designed especially for young hair. A large 6 oz. bottle is hidden in the bomb-bay of the airplane. *Only* **$1.00** (*no fed. tax*)

**"THE BATTLESHIP"**...A masculine Bubble Bath with a pine fragrance. No sissy stuff here! The large 6 oz. bottle is stored in the hold of the Battleship...*Only* **$1.00** (*plus fed. tax*)





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FRANCES MC LAUGHLIN

## NEW FREE FORM—DESIGNED BY A BATHING-SUIT MAKER

This is a First: First Girdle designed by Frances Sider, long known as a designer of bathing suits and play clothes. Her idea is this: a brassière and a girdle fastened together at the front to make a firm, unbroken line; separated at the back, to allow the freedom photographed at right; zippered at both sides to make getting-in-and-out-of easier. And strapless, to wear under a ditto evening dress *or* (and this is what started it all) halter-top-and-long-shorts. Of nylon and leno elastic; embroidered nylon top. Made by Body Foundations. $25. Saks Fifth.



These, presents one woman might give another—because she knows the pleasure pretty lingerie can be. *Left:* White nylon tricot bed jacket with a fluttering of lace and net (also nylon). By Mary Barron, $6.98. Arnold Constable.

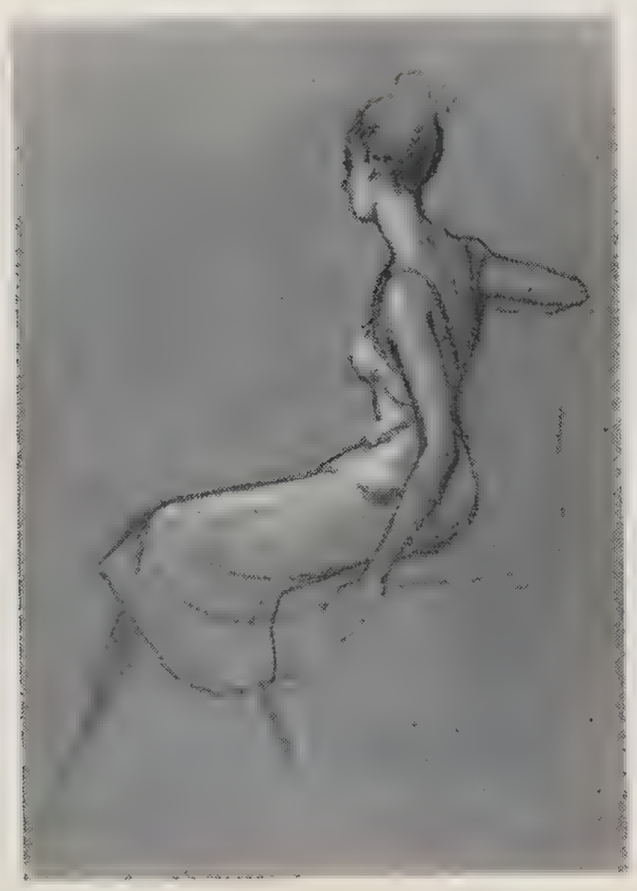


## PRESENTS ONE WOMAN MIGHT GIVE ANOTHER

*Above:* Pink nylon tricot bed jacket, yoked with bands of lace and ruffles. By Vendome, $7.98 at Stern's.



*Right:* Lots and lots of lace—in fact, a midriff, a collar and a hemline of it on a blue Bur-Mil rayon crêpe nightdress (the lace, white). By Wonder Maid, $7.95, from McCreery's.



*Left:* Important here, the sizes: 9 to 15, 10 to 20, 38 to 44, 14½ to 26½, tall 12 to 20. Within that range, many a woman who'd like this tailored Barbizon slip, $3.50. Available at Stern's.

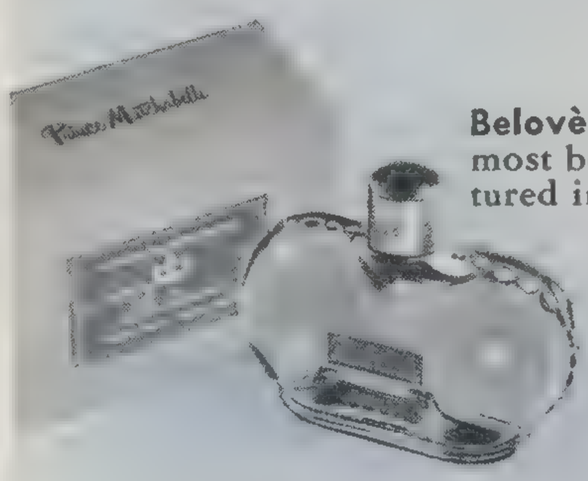
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**PERFUME MASTERPIECES!** *Belovèd* ... a captivating new star in perfumes, imported from France. *Stradivari* ... to put a love song in her heart. *Duchess of York* ... exquisite, flower-laden. In gold-encrusted crown bottles, $4.50 to $45.



**Belovèd Cologne** ... New! The most beautiful fragrance ever captured in a cologne. $2.50 and $4.



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**At all good perfume and cosmetic counters. All prices plus tax.**



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V-12



*Left:* Pretty colour for a pretty nightdress—turquoise nylon-and-silk nightdress with shirred sleeves, a dirndl skirt below a fitted midriff. By Sans Souci, $14.95 at D. H. Holmes.

*Right:* Sheer—permanently pleated: a white nylon tricot nightdress with a fluted hem and little cap sleeves. Oh, yes—some nylon lace, too. By Luxite, $39.95 at Arnold Constable.

## PRESENTS ONE WOMAN MIGHT GIVE ANOTHER



SKETCHES BY DE MARSAN



*Left:* Touches of hand embroidery (shell stitching on net) on this white rayon crêpe nightdress. It comes up high in back, has capelet sleeves. By Yolande, $8.95 at Saks Fifth Avenue.

*Below:* More waftings of white nylon—the nightdress, nylon tricot; the peignoir, nylon net. On the peignoir, light applications of embroidery. By Gracette, $29.95. From Altman.

## AT THE NEW YORK PARTIES

*(Continued from page 105)*

gold, metallic brocades, Indian gold-threaded sari cloth. The outstanding fashions at the party are likely to be white and black, like Balenciaga's black lace over white satin, or Charles James's black velvet and white satin, huge-skirted dress. Or in strange new dim shades: Dior's brown-net embroidered with gold moons, his grey faille and fir-green velvet dress, Balenciaga's cocoa net skirt, white satin bodice. Almost everyone wears big jewels, real or unreal: three notable examples, a heavy rope of Oriental rubies and diamonds, an antique paste and turquoise necklace, a huge diamond spray cut from a tiara. And over their evening dresses most New York women wear a small, wrapping fur—cape, stole, or jacket in ermine, mink, and the new beauty, black mink.

## BLUE WITH BLUES

The following is a list of stores throughout the country where the Carolyn Schnurer fashions shown on pages 152, 153, 154, 155 may be found.

Baltimore, Md.....Hutzler Brothers Co.
Beverly Hills, Calif.....I. Magnin & Co.
Boston, Mass.....Jays Inc.
Clayton, Mo.....Famous Barr Co.
Cleveland, Ohio.....Sterling-Lindner-Davis
Dallas, Texas.....Tiche Goettinger Co.
Dayton, Ohio.....Leon Frank, Inc.
Hartford, Conn.....Florence Travis
Kansas City, Mo.....Cricket West
Little Rock, Arkansas.....The M. M. Cohn Co.
Los Angeles, Calif.....I. Magnin & Co.
Memphis, Tenn.....The John Gerber Co.
Minneapolis, Minn.....The Dayton Company
New York, New York.....Lord & Taylor
Oakland, Calif.....I. Magnin & Co.
Oklahoma City, Okla.....Peyton-Marcus
Omaha, Nebraska.....Thos. Kilpatrick
Pasadena, Calif.....I. Magnin & Co.
Philadelphia, Pa.....John Wanamaker
Phoenix, Arizona.....Goldwaters
Richmond, Va.....Thalhimers
St. Louis, Mo.....Famous Barr Co.
St. Paul, Minn.....Frank Murphy
San Antonio, Texas.....Frost Bros.
San Francisco, Calif.....I. Magnin & Co.
Santa Barbara, Calif.....I. Magnin & Company
Seattle, Wash.....I. Magnin & Company
Tulsa, Okla.....Dorothy's
Washington, D. C.....Julius Garfinckel & Co.
Wilmington, Delaware.....Bird-Speakman
Winston-Salem, N. C.....Sosnik-Thalhimers




THIS interesting reproduction of an old watch charm seal becomes a fashion leader after a hundred years of absence! A never to be forgotten gift. The seal twirls in a baroque, gold-plated montage, encrusted at each side with pearls* in high prong settings. The chain is of lustrous pearls.* Carefully priced at only **$4.00.**** At better stores everywhere.

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DESIGNERS OF FASHION JEWELRY

*Simulated
**Plus 20% Federal Tax

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*Handcrafted to be treasured . . . priced to be practical!*



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BY Exquisite Form

BRASSIERES

. . . . . the plunge STAYS in place with this little LYRE-WIRE . . . . .



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Also available in Broadcloth and Nylon.
A cup — 32 to 36
B cup — 32 to 38
C cup — 32 to 40
White, pink, black 300

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*Pat. Pend. T.M. Regn. Pend.

**FARIBO WOOLEN MILL COMPANY** FARIBAULT, MINNESOTA




## BEAUTY CASES TO GIVE

*Above:* Might be one's only baggage on an overnight flight: big brown calfskin shoulder bag, filing case for slippers, a book, an array of supplied cosmetics. $149.50 plus tax at Elizabeth Arden.

*Below, first:* Handsome red leather manicure case, with golden fretwork on the outside; Chen-Yu nail lacquer and a good assortment of implements on the inside. $12.50 plus tax at Altman.

*Below, second:* One of the most complete manicure wardrobes around—in a blond leather case, just about every implement nails could use, several shades of Revlon polish. $29.50 plus tax at Lord & Taylor.

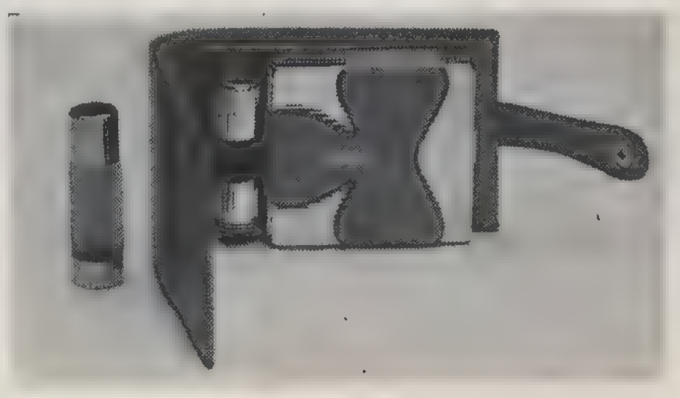
*Below, third:* Pigskin wallet, with assets built in: a compact, a Coty lipstick, an outside change purse. With it comes a dram of Coty perfume in a lipstick-size case. $12 plus tax at Altman.







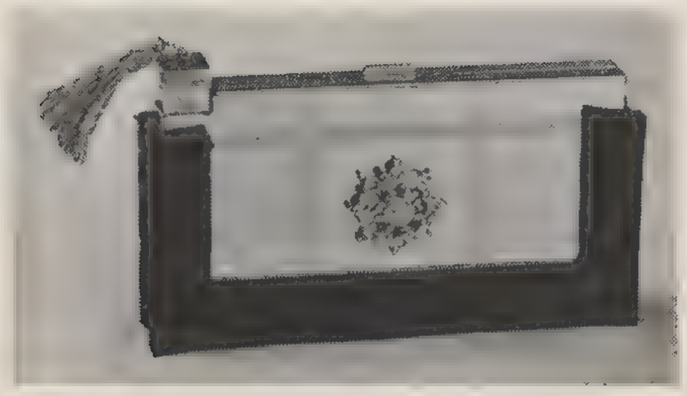


GRIGSBY





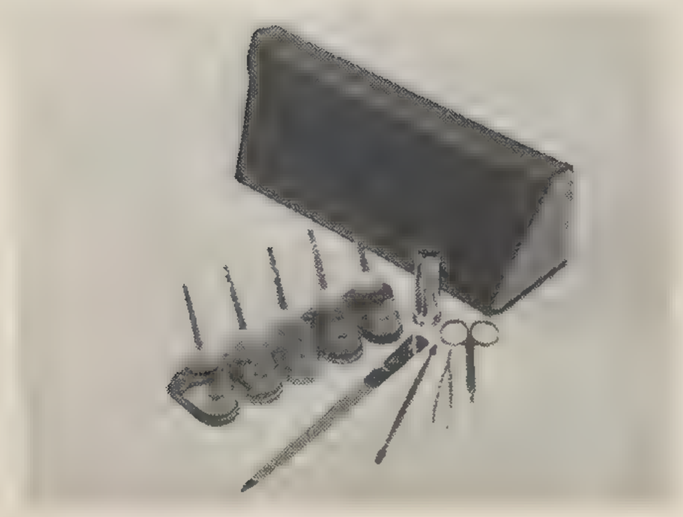


*Above, first:* Russet cowhide manicure case, handsome and workmanlike for what it contains: scissors, nail-file, other precise implements.
By Wiss, $20.90 plus tax at Saks Fifth Avenue.

*Above, second:* To be carried alone or inside a handbag as a cosmetic organizer, this red leather pouch, already equipped with a compact and comb.
By Majestic, $3 plus tax at Lord & Taylor.

*Above, third:* Golden evening compact, meant to hold much more than powder—cigarettes, lipstick, money, for instance. Set in a black moire frame for carrying.
By Volupté, $17.50 plus tax at Altman.

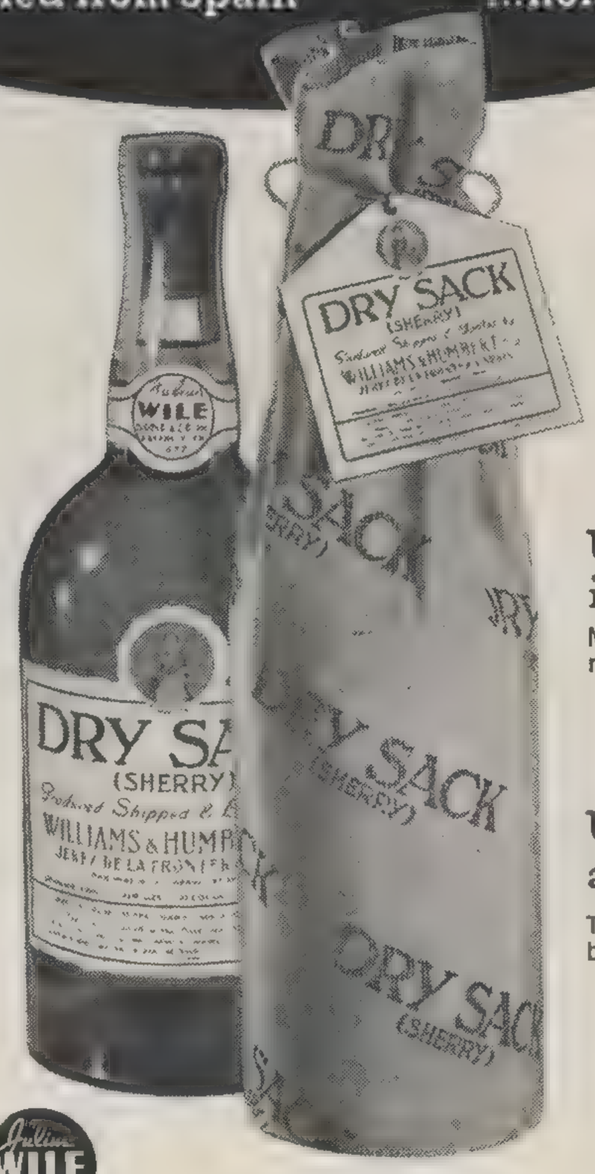
*Below:* Triangular red plastic manicure case, the bottles tipped at a slight angle to make the polish come out evenly. By Naylon, with La Cross implements. $8.95 plus tax at Wanamaker's.




Williams and Humbert

DRY SACK SHERRY

Imported from Spain ...none finer




**unique in name**
Ask for Dry Sack —not just dry sherry.

**unique in wrapping**
A perfect gift in its distinctive cloth sack.

**unique in flavor**
Mellow, nutty flavor— neither too dry nor sweet.

**unique as an apéritif**
The ideal light drink before lunch or dinner.

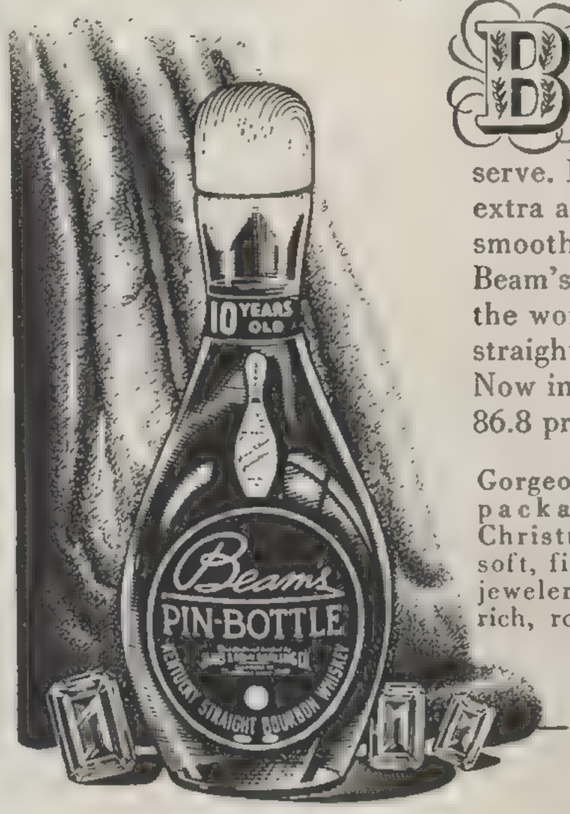
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Face Powder — Powder Pac — Foundation — Rouges — Mascara.




# THE MAKINGS OF A CHRISTMAS DRINK

The present, here, is in the makings of a whisky and soda. Basic to the recipe, of course, the whisky. It could be a bottle of Sir John Schenley rye, or one of White Horse Scotch. Almost equally basic, the jigger. This one is silver-plated; is a bottle opener at one end; is $11.25. The heavy Swedish cut crystal highball glasses by Ekenäs are $30 for a dozen. All, at the Guest and Gift Shop at Saks Fifth.



You could give the makings of a Tom & Jerry. From the rum, Christopher Columbus, to the ironstone tureen and ladle, $16 from Henri Bendel. You could give the recipe, too. A good one.

1 dozen eggs
1 tablespoonful sugar
1 tablespoonful ground cloves
1 tablespoonful allspice
1½ tablespoonfuls cinnamon
½ cupful rum
Beat yolks and whites separately. Mix sugar with yolks, whip in whites. Add spices, rum. When ready to serve, ladle one tablespoonful into a mug. Add jigger of bourbon, jigger of boiling water; stir; add grated nutmeg.




The makings here of a long and pleasant conversation after dinner. The after-dinner liqueur is Bénédictine. The cut crystal decanter and cordial glasses are all "Harcourt" pattern, by Baccarat. The decanter is $20. The glasses, $96 for a dozen. The little tray is sterling silver by Puiforçat of Paris, and is $212, tax included. All are from the Guest and Gift Shop at Saks Fifth Avenue.



GRIGSBY

The drink in the making: a blond Martini (clue, the bottle of Dubonnet Blonde). The recipe goes 4 parts gin with one part Dubonnet Blonde substituting for vermouth. The time (clue, the hourglass cocktail shaker) would obviously be the cocktail hour. The shaker, of chromium and glass, is $15. The heavy crystal Martini glasses are $9 the dozen. Both from Henri Bendel.






What's in the making here is a White Lady. Recipe: one half gin; one quarter Cointreau; one quarter lemon juice. The present could begin with the pitcher. It's glass, has a straw-wrapped handle. The two glasses are bound with straw. The set is $5. Woven straw tray, $6. White Danish tiles, lined with felt, hand-painted with wild flowers. $5.50 for six. All, from Bonwit Teller.



The makings of a Christmas-afternoon party. Eggnog goes into the white pottery punch bowl. It's "Geranium" pattern by Dick Knox. The bowl is $15. The cups are $18 the dozen. The muffineer, for the cinnamon and nutmeg, is heavy sterling silver, by Puiforçat of Paris; is $111, tax included. All, the Guest and Gift Shop at Saks Fifth. The whisky shown here is Beam's Pin-Bottle bourbon.



Make a present of the sherry; it's Dry Sack Spanish Sherry by Williams & Humbert Ltd. A good recipe to give along with it: the recipe for a sherry cocktail, ½ sherry to ½ Italian vermouth, with two dashes of orange bitters. The nest of black and red lacquer and straw trays, from Japan, $15. The crystal sherry glasses, with a three-letter monogram, $19 the dozen. From Bergdorf Goodman.



A good present to take with you to Christmas in the country: a bucket of iced champagne. A fine champagne could be this Piper Brut 1945 by Piper Heidsieck. A fine bucket to carry it in: this one from Bergdorf Goodman. It has a plastic-coated waterproof plaid covering; a leather handle, leather binding. It will keep 300 cubes of ice for 12 hours; has a separate compartment for dry ice. $50.


A glow of glamour . . .
to shine by day,
sparkle by night.
Sculptured, everglazed
washable cotton.
Sari Sundress, contour
fitted bodice. About $25.
Sari Stole, imported from
India. Silk gauze,
hand woven with gold.
About $15. Sizes 10-18.
Blue, turquoise, gold, white,
grey, green, pink.

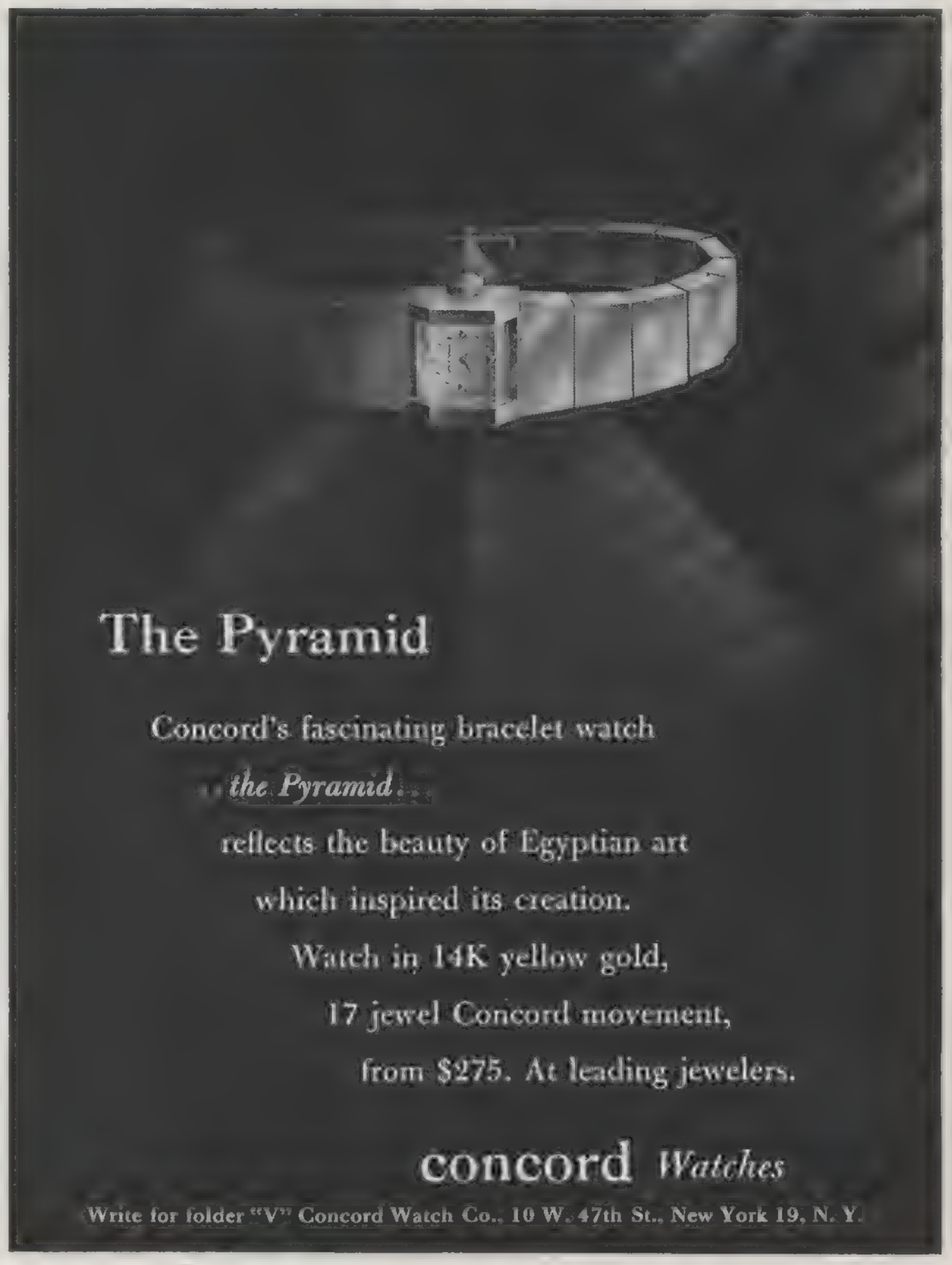
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Concord's fascinating bracelet watch
*the Pyramid*
reflects the beauty of Egyptian art
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Watch in 14K yellow gold,
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Who says



you can't wear



eye make-up?



Of course you can!

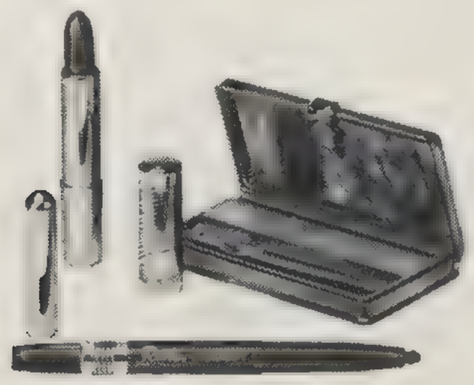


Revlon's

sweet-and-subtle new

DREAMY EYE MAKE-UP

looks so naturally lovely
you won't believe your eyes!



Mascara—11 mist-soft colors... tortoise-plastic case ... 1.10*

Eye Shadow—12 dreamy shades...gold-tone "lipstick-type" case ... 1.25*

Eyebrow Pencil—6 inspired hues ... tortoise-plastic "swivel stick"... 1.10*

*PLUS TAX

# COLETTE

*(Continued from page 135)*

altogether disguised by gracefulness, so that the eye of the beholder is deceived, the sense of reality bemused; so that, for a split second, the ballerina is emancipated from gravity, she pauses and reposes in mid-air, she stops to think in mid-air.... Does this seem altogether far-fetched, as an analogy of literary effect? I could exemplify it with passages out of any and every volume by Colette, perfect phrases suspended in mid-paragraph, and never for a second failing to keep time to a general music.

But no writer can lay claim to greatness just by writing beautifully, at least no fiction-writer can; certainly not to international greatness. Colette loses much of her quality in translation. She is saved by the more important elements of the narrative art, by plot, characterization, human interest; in other words, subject-matter.

### Like Mélisande

One of the earliest written descriptions of Colette herself is an entry in Jules Renard's *Journal*, November 1894: her appearance at the first night of Maeterlinck's translation of *'Tis Pity She's a Whore*, bright-eyed and laughing, "with a braid of hair long enough to let the bucket down a well with"; Mélisande-like.

Rebecca West has described her in her middle age; out for a walk with her bulldog, a rich silk scarf looped through its collar in lieu of a leash. Miss West's impression was of animal energy, fierceness; and though she fancies herself an emancipated woman and an intrepid reporter, the encounter somewhat intimidated her. In those days Colette went sandal-footed; her feet are very fine, perhaps larger than most, rather like the feet of sculptures by Maillol. Her nostrils are delicate, and her lips are thin; in her application of rouge she has never cared to amplify or soften them much. Her eyes are a marvel: as sensitive as a little wild deer's, as strong as a hawk's, as moody as a cat's. She has almost always drawn her hair down toward her eyebrows, because she has a rather expansive forehead.

In later life and in old age she has coiffed herself more and more like a chrysanthemum, but allowed the high mediæval-looking brow to appear on one side. Confined to bed or couch or wheel chair for many years, naturally her figure has grown grandmotherly. But her gaze is stronger than ever; and her hand which she often poses in mid-air, with fountain pen, over paper, is firm and healthy, suggesting to us that writing, great writing, is a manual as well as an intellectual labour.

She was born Sidonie-Gabrielle Colette, on January 28, 1873, in a village in Burgundy, Saint-Sauveur-en-Puisaye. Her father, Jules-Joseph Colette, was a pensioned-off soldier who had lost a leg at the second battle of Marignan. Her mother, Adèle-Eugénie-Sidonie Landoy, Paris-born, was a young widow when the ex-Zouave loved and wooed and won her. It was a good marriage. She was an octoroon. Blessed France—where many things may seem to handicap one in a career of serious authorship, but not race-prejudice. Never have I heard any mention of that sixteenth part of Negro blood in Colette's veins. She herself quietly declared it in the first of her autobiographical volumes.

Mme. Jules-Joseph Colette was a woman of great force of character and unusual mind, with a gift of expression from which certainly a good part of her daughter's genius derived. At intervals throughout her career Colette has memorialized her in one way and another. Her abridged name, Sido, Colette has said, "sparkles amid all my memories," and is the title of a lovely book. Filial devotion, half of it posthumous, has been the mightiest strand in Colette's entire existence.

### Her husband

The next most important strand, early matrimony, at any given point seemed weak; yet it held her a long time. At twenty she married the then noted journalist and hack-writer, Henry Gauthier-Villars, who signed himself Willy. He was a bad, clever, corpulent, somewhat crazy man; only about fifteen years older than she, but already the worse for wear, physically as well as spiritually. "Worse than mature," Colette said. All of her portrait of him from memory years later is fascinating: "a look in his bluish eyes impossible to decipher; a terrible trick of shedding tears; that strange lightness which the obese often have; and the hardness of a featherbed filled with small stones." He was nervous, disgraceful, and shameless; foxy and comical and cruel. He was thought to resemble King Edward VII; but in spite of his carefully dyed, large handle-bar moustache, his young wife noted also something of Queen Victoria.

The term hack-writer as applied to Willy needs a little explaining. He was, as you might say, a wholesaler of popular reading-matter. He himself did scarcely any of the actual writing. He employed writers, several of them at a time, for different types of production. As to certain assignments he tried to fool them, pretending that the work of one of them was his own work, and getting another to revise it, and so on. He may or may not have given them a fair share of the income from all this; they never knew.

Young Mme. Colette Willy liked to tell little tales of Saint-Sauveur; tales of childhood, girlhood, and school-girlhood. One day Willy suggested that she try to get some of these memories down on paper. She tried, the result disappointed him, and he discouraged her. But one day when he happened to need money he picked up her manuscript and re-read it, and thought better of it. Could she not work on it a little more? he asked her. It only needed a detail of psychology here and there, an added specification of emotion. Why not develop her little heroine's crushes on her girl-friends just a little further?

*(Continued on page 187)*

HAIR STYLE



of the Month

BOUFFANT—in harmony with fashion's new hourglass figure comes the "wide" look in hairstyles. Here is a lovely modified version that delightfully balances high-fashion glamour with easy-to-wear practicality... a design becoming to almost any facial type. Perfect for a festive Christmas season ... wonderful for party-going. It's you at your very best—feminine, gracious, fashionable.

☆ ☆ ☆

You can see illustrations of the sides and back views of this lovely coiff in the windows of any *Style-of-the-Month* Beauty Salon. To have this hair style duplicated for you, look for this photograph in your nearest *Style-of-the-Month* Shop. There is one near you ... and you can depend on quality service and artistic hair styling at shops which feature the *Hairstyle of the Month* photos. Look for them—and you'll look your loveliest.

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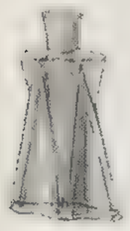
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# SANTA CLAUS LEFT BREATHLESS



New York, N. Y. — On the evening of December 24 Santa Claus made a routine call at an apartment in the East Sixties and — left his entire pack with the tenant who happened to be wearing two drops of Breathless, the dizzying fragrance by Charbert!

If you are frankly interested in being endowed with all his worldly goods, Breathless by Charbert will make a Santa Claus out of any gentleman of your choice.



Breathless is now available in new, highly concentrated Eau de Toilette at $2.00. Breathless Perfume, even more to the point, is $2.00 to $26.00. Prices plus tax.

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## COLETTE

*(Continued from page 186)*

Then why not find or fabricate some type of husband for her, in another volume?

### Ghost-writer

Before long Willy's reminiscing wife became his favourite ghost-writer. As she explained long afterward, young female writers are not notable for their moderation; and "nothing is so emboldening as a mask." Willy paid her well enough, enabling her to send various little gifts to Sido, such as woollen stockings, bars of bitter chocolate. He would lock her in her room for four-hour stretches while she inked up a certain amount of paper with her heaven-sent and profitable phrases, sentences, paragraphs. Thus in servitude she gradually became a professional writer, page by page, regular as clockwork: four volumes about Claudine, then two about a somewhat different heroine named Minne, one a year. Willy took all the credit and signed them all.

The Claudine series had a fantastic success. Shall I attempt to say what it was like, with American equivalents, for fun? Rather like a combination of Tarkington's *Seventeen* and Anita Loos's *Gentlemen Prefer Blondes.* But there was an extra factor of personal notoriety. Suppose Miss Loos had been married to, let us say, Alexander Woollcott, and he had posed as the author of her work, and at the same time given the public to understand that it was the true story of her life. Also Polaire, who created the rôle on stage, was a great favourite; as you might say, a cross between Mae West and Shirley Temple.

A part of Colette's talent appears in these early popular novels all right: her warmth of heart, brilliance of the senses, command of language; only none of her genius. The Claudine novels are a little foolish though not really false and they are wonderfully recreational.

Meanwhile her personal relationship with Willy had been going from bad to worse. The day she married him, or perhaps the day after, she had discovered that he had a very wicked streak. Now she conceived the notion that perhaps he was insane as well: a furtive kind of insanity, venting itself in little sadisms and whims and frauds. She tried to pity him but she found herself unable to pity him. Presently she realized she had begun to be afraid of him. Her retrospective view of all this, her sombre moderation about it, her almost good nature, gives one goose flesh. "Healthy young people do not easily open their minds to fear, not altogether, not constantly. The worst tormentors have their hours of clemency, and gaiety. Perhaps even a mouse finds time, between one wound and the next, to appreciate the softness of the cat's paw."

She retreated to a little country place in the Franche-Comté called Monts-Boucons. By that time she knew that she would have to divorce him. Only first she needed to suffer some more, to complete her suffering, to study her suffering, and possibly to discover in the introspective detail some pattern for her future. It was the turning-point of her life: anguish, the first phase of independence.

All this is to be found in a volume called *Mes Apprentissages,* 1936, in which we may observe one certain trait of literary greatness: something almost self-contradictory in the working of this literary woman's mind. The creative spirit embellishing what it hates; winding around what it is escaping from; rendering everything, as it goes along, insofar as can be, unforgettable. As she has expressed it in the form of aphorism: "By means of an image we are often able to hold on to our lost belongings. But it is the desperateness of losing which picks the flowers of memory and binds the bouquet."

She did not actually, entirely leave Willy for thirteen years, until 1906. The onus of divorce in those days is hard for us to conceive and bear in mind now. From the very first day of her marriage, Sido had perceived Willy's miserable character, predicted the martyrdom of being married to him; and perhaps Colette was somewhat inhibited by filial pride and stubbornness. Another thing almost impertinent to observe but, I think, worth remembering: surely the muse also helped to keep her married, long after her happiness and hope of happiness ended, while she accumulated materials for the great cruel and comic portrait in *Mes Apprentissages.*

### Actress

Also Willy was her job as well as her husband and her subject-matter. She has remembered to tell us that, doubtless sensing her restlessness, her desperation, he opportunely raised her wages. In spite of her good record of literary productivity for him, she felt no assurance of being able to support herself by her own unaided and self-signed literary efforts. She was like someone learning to swim, someone who has learned, who can swim, but still depends on water wings. When at last she got up her courage and left Willy, and continued writing, an excellent volume in 1907, another in 1908, there was not in fact a livelihood in it. Therefore she went on the stage and persisted in a modest theatrical career for four or five years.

Her mother lived to see her promisingly married to Henri de Jouvenel. Of their little daughter, Bel Gazou, she wrote enchantingly, enchantedly, in a book entitled *La Paix chez les Bêtes.* Jouvenel was a distinguished and successful newspaperman. Naturally Colette then forsook the stage and also took up the career of journalism; and after their divorce, continued in it until just lately. Now perhaps adaptations of her work for stage and screen have emancipated her. The literary art itself, in the present half-educated, half-revolutionized world, often does not feed its

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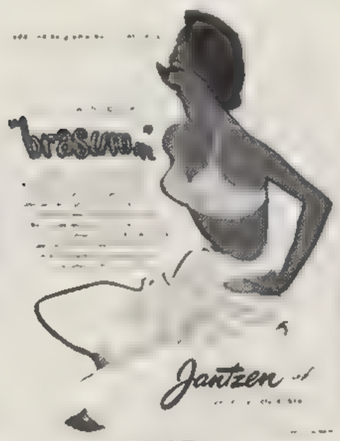
*T. M. Reg. U. S. Pat. Off.

# VOGUE'S BUYING GUIDE

Vogue's Buying Guide tells you where you can buy the fashion merchandise advertised. Under each illustration is the page number where the merchandise is shown. To find where you can buy it, look up the stores listed in your state or city. The numbers opposite each store indicate the page numbers of the merchandise they carry. You will appreciate, of course, that it is impossible for a store to maintain a complete range of sizes and colors in stock at all times. Here are the stores selected by Vogue in shopping centers in every state. We'd like to list all stores, but space prevents. So if no store is given, write the advertiser to learn where his merchandise can be bought. . . . You will find Vogue Patterns at stores marked*



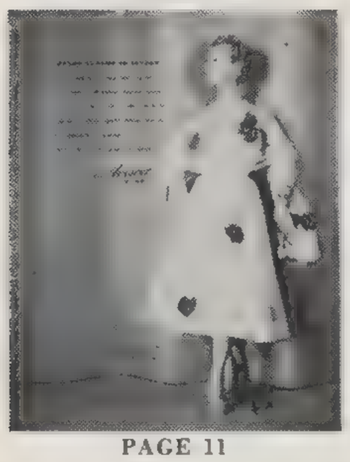
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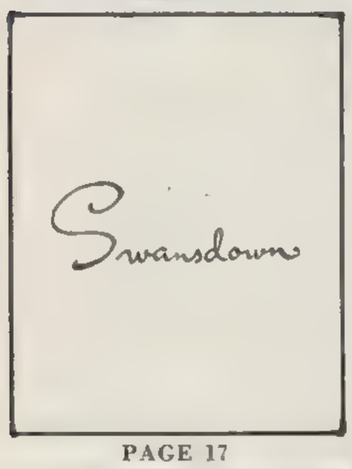
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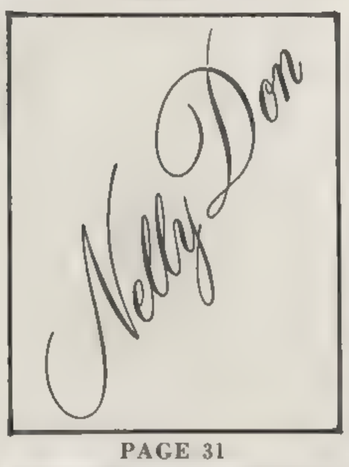
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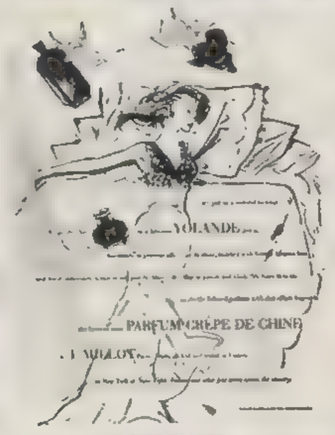

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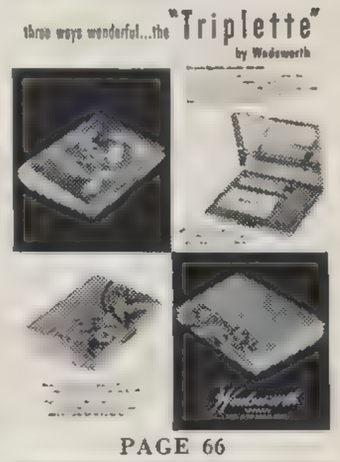


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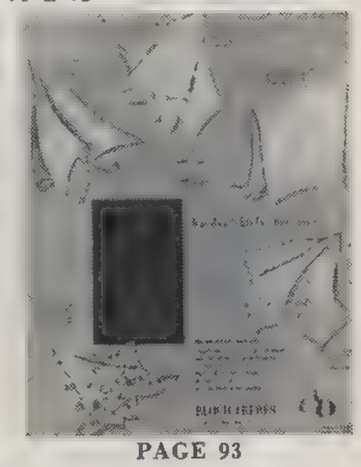

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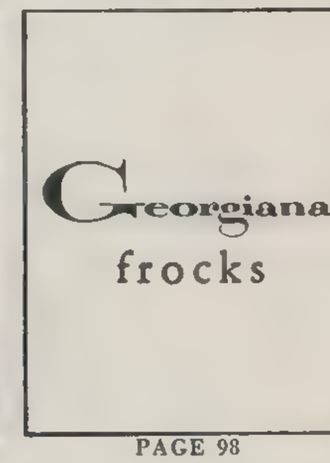


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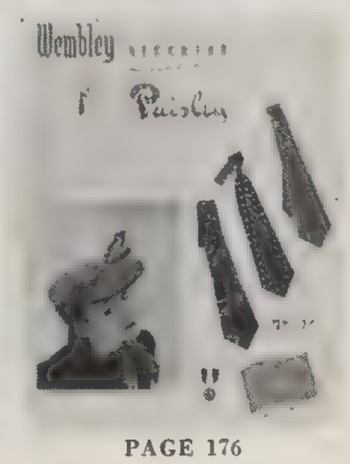
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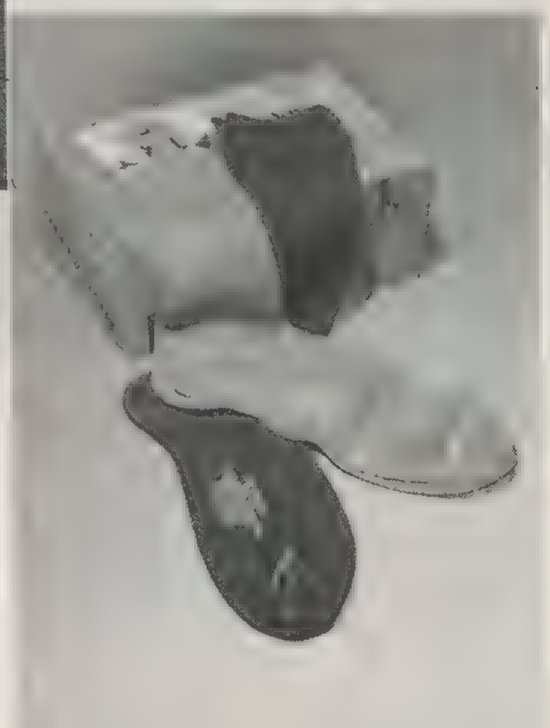
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# COLETTE

*(Continued from page 187)*

practitioner, though world-famous.

*Chéri* in 1920 made her famous. It is a great melancholy and witty, truthful, philosophical love story; six years of the mutual devotion of a good, beautiful, aging woman of easy virtue and a bad, beautiful youngster, and their parting at last. Its sequel written six years later, *La Fin de Chéri,* is a representation of morbid melancholy and boredom, paralysis of soul, with suicide the dénouement; the greatest portrayal of the kind in all modern literature.

In 1935 she was married a third time, happily, to Maurice Goudeket. In the thirties she was elected to the *Académie Goncourt* and to the *Académie Royale Belge.* The German invasion was hard for her, though not hard enough to stop her writing. Maurice Goudeket, being of Jewish ancestry, was seized and kept in the concentration camp of Compiègne; and after his liberation from that hell-hole, for eighteen months more had to live half in hiding and displacement, preyed upon by the evil police and bureaucracy. Colette has written of this with terse horror, and of his homecoming at last with restrained tenderness. During the war she was stricken with extreme arthritis, and has been bedridden ever since.

Beginning in 1948, continuing through 1949, concluding in 1950, the famed old publishing company of Flammarion issued her collected works, fifteen volumes, some seven thousand pages, approximately two million words, in the imposing format which finally crowns the French literary life: laid paper with margins, red ink as well as black. "Thus, at the conclusion of a long career," wrote the collected one in a tiny general preface, "thus and only thus is the writer enabled to compute the total accumulated weight of his life-work. At this point only is he entitled to rejoice in his own good opinion; also his real anguish commences." Anguish of unrevisability, irremediability, *stet* for all time! In other brief sentences scattered all through the collection she has sounded the same proud, uneasy note; glanced back disappointedly though dispassionately upon every work in which she could detect the least unworthiness, frivolity, facility, or mannerism.

### At seventy-eight, still working

Colette, now seventy-eight years of age, lives in the heart of Paris, in the Palais-Royal. She has the bed in which she lies bedridden drawn close to the window; and her desk is mobile, pulled up close over her knees. She sleeps very little, troubled by the usual nervousness of the aged as well as by the caprices of unrelenting arthritis, and by her genius. She works at night. Over her head hangs that electric light sheathed with blue paper referred to in the title of her latest volume, *Le Fanal Bleu.* To nocturnal strollers in the colonnade and the arbitrary garden area down below it has become as familiar as that celestial body referred to in the title of the preceding volume, *L'Étoile Vesper.*

In her several paragraphs about this illumination of her midnight hours she did not mention, but surely she must have thought of, Flaubert who has influenced her in the matter of style and verbal workmanship more than anyone; Flaubert who, in his provincial dwelling in Croisset near Rouen, kept such a regular working schedule that the bargemen up and down the Seine used his study window as a slight lighthouse.

### Her friend, an aging courtesan

In the days of her first marriage Colette made friends with the noted courtesan Caroline Otero, *la belle* Otero; a friendship half curiosity to which writers naturally are inclined. When she came to write *Chéri,* apparently that world-famous beauty, changed from brunette to blonde, and from Spanish to one hundred per cent French, somewhat posed in her mind for the characterization of the beloved of Chéri, wonderful Léa, née Léonie Vallon, known as Baroness de Lonval. A quarter of a century later perhaps she recalled her once more, with necessary other changes, for the portrait of Gigi's great-aunt Alicia, whose wrist was like a swan's neck, whose mouth was heart-shaped, whose teeth were tiny, whose eyelids opened out sideways with long eyelashes.

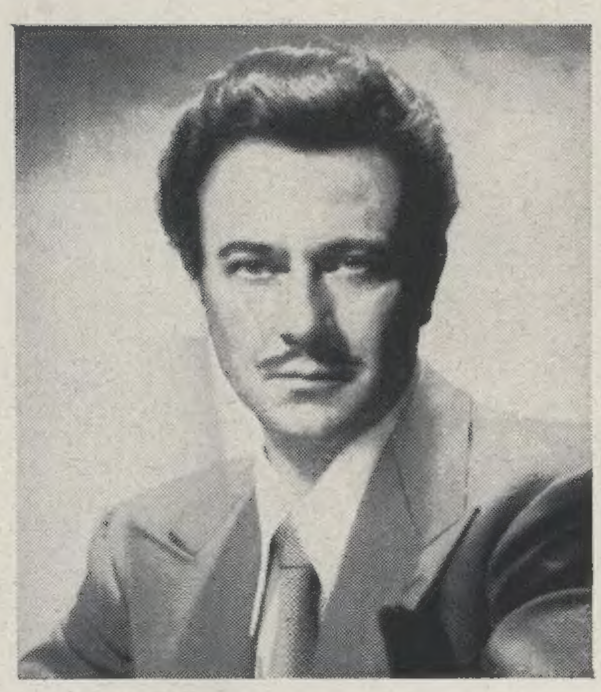
In *Mes Apprentissages,* Colette provided a description of Caroline Otero as she was in reality, and concluded this with something of her creed of literary art, as follows: "That beautiful body, so arrogant in its declining years, defiant of every illness and evil frequentation and the passage of time, that well-nourished body, with plumpness drawn smooth over its muscles, with luminous complexion, amber by daylight, pale in the evening, I vowed that some day I would describe it, painstakingly and disinterestedly. We can never produce perfect likenesses of the faces dearest to us, we slip into passionate deformation somehow. . . .

"Instead we record, with words as with paint-brush, the flaming redness of outworn foliage, a green meteor amid the blue of midnight, a moment of the dawn, a disaster. . . . Spectacles not notable for their significance or their profundity, but charged by us with premonition and emphasis. For the time to come they will bear the imprint of the four numerals of a given year and mark the culmination of some error, the decline of some prosperity. Therefore it is not for us to say with any assurance that we have ever painted, contemplated, or described in vain."

EDITOR'S NOTE: *Mr. Wescott, author of* The Grandmothers, The Pilgrim Hawk, *and* Apartment in Athens, *spent his twenties during the 'twenties writing in France, has written the introduction to the Dial Press collection,* Short Novels of Colette, *just published.*


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# DIM-WITS OVER MEXICO

## BY HERBERT JOSEPH MANGHAM

I COULD never understand why the dim-witted have to make a special pet of Mexico. The country is our near neighbour; one of the first things we learn in second-grade geography is that the United States is bounded on the east by the Atlantic, on the north by Canada, on the west by the Pacific, and on the south by Mexico. The two countries are becoming continuously closer, with the increase in international commerce, cultural exchange, immigration in both directions, and tourism. Yet some tourists persist in a vagueness that is uncomplimentary both to themselves and to our neighbours.

Often when I have said that I was going to, or coming from, Mexico, somebody present has assumed a look of intelligent interest and inquired, "New Mexico or Old Mexico?" The question gets sillier and sillier as you ponder it. Nobody in all history has ever referred to New Mexico as "Mexico." Then why should anyone have to differentiate by describing Mexico as "Old?" Yet a number of letters go south inscribed "Old Mexico." When a person goes to England, nobody ever pops up with the question, "New England or Old England?" People do not have to distinguish between New York and Old York, New Hampshire and Old Hampshire. Anyone could be permitted some confusion over Guinea and New Guinea, but Mexico and New Mexico are hardly in that remote class.

It is easier to overlook the general ignorance of the states of Mexico, of which there are twenty-eight. Yet, as the letters down there are addressed exactly as here—name, street, town, state, and country, a person of moderate intelligence should be able to analyze an inscription. But the dim-wits prefer to ignore the name of the state, and the letter goes to "Tuxpan, Mexico." As there are at least five Tuxpans, the letter stands an 80 per cent chance of nondelivery.

The confusion over double and triple names is pardonable—such as Santiago Tepetlapa; so many towns are named after certain saints and heroes that another name is added to distinguish them. Even editors, who know everything, sometimes try to improve copy by inserting a comma in names like San Andrés Tuxtla, making a "San Andrés," of which there are at least a hundred, and a "Tuxtla," which is no place at all.

Travellers will memorize a few basic words of French or German when they go to Europe; but when they go south, they seem to think that if they repeat a question in English in increasingly louder tones, the native will eventually understand them. Curiously, the native often does, as the questions tend to follow patterns that even an illiterate and unwashed aborigine learns to recognize. Spanish is about the easiest of all languages to pronounce. Twenty minutes' concentration on the rules of pronunciation will obviate such touristisms as the rasping short "a" in "Ta-a-a-axco" and the final "a," as in Puebla, that is so often pronounced "uh" instead of "ah."

Visitors go unprepared in other ways. Previous voyages may have familiarized them with the red tape and due processes of law in all Europe and Asia, but they approach the border without a shred of identification. They then try to apply pressure with bluster, specious argument, a blast of charm, or pretty tears, until perhaps a harried clerk will give them a tourist permit to get rid of their bad manners. Dollars, incidentally, provide a far more effective lubricant than charm.

The fact that Mexico City is 7,415 feet high has been printed thousands of times. Photographs of snow-capped Popocatepetl (tourists determinedly accent the "cat" instead of the "tep"), Ixtacihuatl, and Orizaba are almost as common as those of Fujiyama. Yet people go to Mexico City even in December in gauze-weight clothing, touchingly confident of encountering tropic heat.

Finally, there is the pregnant subject of money. These people cross the border still talking of dollars and cents instead of pesos and centavos. Nobody ever refers to francs as "French dollars," marks as "German dollars," or pounds as "English dollars"; but some people are apparently unable to comprehend pesos unless they think of them as "Mexican dollars." Practically everything in Mexico that isn't imported from the U.S.A. is appreciably cheaper than in the United States, yet a handful of tourists always come home hysterical about the high prices down there. They are delighted to receive eight and a half "Mexican dollars" for one American dollar, but when they have to pay eight "dollars" for a single meal (in other words, about ninety-three cents for a five-course dinner that in the United States would cost about two dollars), the incident imperils their faith in human nature. They may top off the experience by giving the waiter twenty centavos (equivalent to two cents), determined to make it do the work of twenty cents.

Well, I must excuse myself now, because I have to go to the bank to purchase a supply of lire for my forthcoming trip to Italy. Lire, you know, are the Italian dollars. Just now you can buy 625 Italian dollars for one American dollar. That is pretty wonderful, but when those brigands charge me 600 "dollars" for one dinner, you will hear my howls clear across the Atlantic Ocean. Of course you understand I am going, not to Little Italy, but to Big Italy.



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